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Probers Seek to Cite Goldfine For Contempt

Recommendations Will be Sent to House Committee

Washington —**W** House investigators today recommended contempt of congress action against Bernard Goldfine, friend of presidential assistant Sherman Adams.

Chairman Oren Harris (D-Ark) said the investigating subcommittee's recommendation would be submitted soon as possible to its parent, the house commerce committee.

If endorsed by the full committee, the contempt citation would go to the house.

If approved by the house, it goes to the U. S. district attorney for handling as a criminal case.

"It will have to be done quickly to get action at this session (of congress)," Harris told newsmen after a 40-minute closed session of the subcommittee.

The contempt accusation is based on Goldfine's refusal to answer some two dozen questions concerning his financial dealings with Boston real estate companies of which he is majority owner.

Goldfine's Stand

Goldfine refused to answer the questions on the ground that they were not pertinent to the subcommittee's investigation, which is aimed at the operations of government regulatory agencies.

The principal real estate company among Goldfine's holdings failed for years to file today, awaiting arrival of a tug and clam-equipped boats with the securities and scow to begin the tedious task of lightening her estimated 19,000-ton ore cargo so that she could be pulled free.

The tug and scow, summoned from Duluth, will have to shuttle back and forth to the Ashland coal docks with the ore.

Harris said the contempt proceedings were voted unanimously at the subcommittee meeting with eight of the 11 members present.

The eight were Harris and Reps. Peter Mack (D-Ill), John Bell Williams (D-Miss), John Moss (D-Calif), John Flynt (D-Ga), Robert Hale (R-Maine), Joseph O'Hara (R-Minn) and John Bennett (R-Mich).

White House Likely To Approve Added Diversion by Chicago

Washington —**W** Prospects for White House approval of a bill to increase Chicago's diversion of Lake Michigan water appeared brighter today as a senate subcommittee continued hearings on the measure.

President Eisenhower vetoed similar water diversion bills in 1954 and 1956. His veto messages stressed specific Canadian objections.

But a new Canadian note to the state department did not specifically oppose the bill. It said, however, Canada should maintain a steady flow of water at three points on the Great Lakes system. The note was made public Monday at the opening hearing of a senate public works subcommittee.

8 Fliers Die In Crash of Giant Bomber

Limestone, Maine —**W** A B-52 giant jet bomber crashed today three miles south of Loring Air Force base killing eight men. The craft was returning from a training mission.

The big plane was approaching the air field with a ceiling of only 400 feet. It was raining at the time. The bomber crashed in a field three miles from the Maine-New Brunswick border.

There was only one survivor — Maj. Moody E. Deaton, Denison, Texas, an instructor pilot. He was taken to the base hospital where his condition was described as good.

Cause Not Learned

The plane was attached to the 42nd Bomber wing.

Names of the victims were withheld pending notification of next of kin.

The cause of the crash was not determined, an air force spokesman said.

Residents in the area said the plane barely missed the farm home of Carl Ireland. They said wreckage was scattered over a 20-acre area. Some of it caught fire.

B-52 bombers are equipped to carry nuclear weapons. They based on Goldfine's refusal to cost an estimated \$8 million.

Ore Carrier Runs Aground

Canadian Vessel Veers to Avoid Raft of Pulpwood

Washburn —**W** A 636-foot Canadian ship rested hard aground in Chequamegon bay.

required annual financial re-examination of the securities and scow to begin the tedious task of lightening her estimated 19,000-ton ore cargo so that she could be pulled free.

The tug and scow, summoned from Duluth, will have to shuttle back and forth to the Ashland coal docks with the ore.

The Thunder Bay, owned by the Canadian Steamship Lines, appeared in danger.

Observers said the northbound vessel veered to the right to avoid a raft of pulpwood being towed southward toward Ashland.

The Thunder Bay ran aground 300 to 400 feet south of the buoy marking the east limits of the deep channel.

Charts indicated the ship stopped in water about 17 feet deep. Waves were lapping at the 20 and 21-foot lines of the plimsoll scale painted on the ship, according to a newsmen who visited the scene.

The channel just northwest of the buoy was 49 feet deep, according to charts.

Storm Causes Delay In Hop Across Ocean

Manila —**W** A Pacific storm today caused Capt. Marion "Pat" Boling to postpone his non-stop solo record attempt across the Pacific.

The 43-year-old flier from Palo Alto, Calif., had planned to take off in his single-engine Beechcraft Bonanza before dawn tomorrow in an effort to break the late Capt. Bill Old's 9-year-old record for solo flight in a light plane.

Saitonstall indicated other portions of the money would be for defense support aid, particularly in friendly areas of the Middle East.

Lebanese Premier Unhurt in Assassin Plot; 8 Others Die

128,552 Live in Fox Cities, 11th Annual Survey Shows

Total From 30,902 Families in 3 Cities, 3 Villages, 5 Towns

A total of 128,552 persons live in the Fox Cities, the eleventh annual Post-Crescent Consumer Buying Habit survey estimates. This is not an accurate census count, such as the one taken every 10 years by the federal government. Nor is it a wild guess. It is a careful estimate, based on a formula which both the Audit Bureau of Circulations and Standard Rate and Date service have accepted as valid — with certain variations for local conditions.

Under the Post-Crescent system, the number of families residing in the Fox Cities is 30,902. That figure is 68 more than the 30,834 count of residential electric meters, supplied by local power utilities.

The Fox Cities are Appleton, Neenah, Menasha and Kaukauna; the villages of Little Chute, Kimberly and Combined Locks, and the urbanized sections of the towns of Neenah, Menasha, Vandenbroek, Buchanan and Harrison.

1958 Populations

Under the Post-Crescent formula, the 1958 population of each of those units is: Appleton — 55,669; Neenah — 21,515; Menasha — 18,798; Kaukauna — 10,587; Kimberly — 5,258; Little Chute — 4,871; Combined Locks — 1,206; town of Menasha — 5,260; town of Grand Chute — 2,330; town of Harrison — 1,223; town of Buchanan — 1,147; town of Vandenbroek — 363, and town of Neenah — 325.

Population estimates are arrived at this way: An actual count of the number of houses is provided by assessors in each of the municipalities.

The number of houses then

is used to calculate the number of families within the area. The buying habit questionnaire shows that 87.6 per cent of families live in single-family homes. Another 10.4 per cent live in 2-family dwellings. Two-tenths of a per cent live in 1-family apartments, .7 per cent

Turn To Page 13, Col. 1

Three Admit Tipsy Driving

All Fined \$100, Have Licenses Revoked for Year

Three men admitted charges

of drunken driving, were fined \$100 and had their drivers

licenses revoked for one

year today in municipal court.

They are Kenneth J. Danforth, 22, route 2, West DePere; Edwin E. Froiland, 34, Milwaukee; and William W. Magarun, 54, Chicago.

Danforth was arrested shortly after 1 o'clock Sunday morning after county police found him and his car in a field at the W. Spencer street dead-end, about a mile west of Highway 45.

Police said Danforth drove

several miles on W. Spencer with a flat tire, drove off the end of the road, knocked over a gate, drove around in a clover field and was stopped by the gate again when a farmer caught him. The driver tested

22 on the drunkometer. A reading of .15 is considered evidence of intoxication.

Danforth is being held for

Brown county authorities who

have a warrant charging he

beat his wife Saturday night.

Magarun was arrested by

county police early this morning on Highway 41 near Kaukauna. Police said they followed him for about a mile before they were able to stop him. He tested .26 on the drunkometer.

Froiland was arrested by

state police about a mile south

of New London on Highway 45

Sunday evening after they saw

him driving erratically. He was

unable to take the drunkometer test.

67
Drunken
Drivers
Since
Jan. 1st

\$31 Auto License Fee Is Proposed For Wisconsin

Milwaukee —**W** Milwaukee's Metropolitan Study commission has received a proposal for raising Wisconsin's auto license fee from \$16 to an average of \$31 a year.

The proposal was made Monday by the commission's committee on revenue sources and distribution.

The committee suggested the boost would obtain \$20 million more per year from Wisconsin motorists.

It also recommended legisla-

tion to permit Milwaukee coun-

ty to levy a motor fuel tax,

yielding four to five million

dollars a year to the county.

The committee said the fuel

tax money, plus an estimated

\$4.5 million from the increase

on license fees for county mor-

tarists would "shift a signifi-

cant portion of the burden of

expressway construction from

property owners to automobile

owners."

The study commission, after

acting on the recommendations,

may present the proposal to

the governor in October.

Warbritton Held For Murder Trial

La Crosse —**W** A former railroad section hand Monday was bound over to circuit court for trial on a charge of second degree murder for the hobo jungle strangulation of a woman after a drinking spree.

Joseph T. Warbritton, 61, who has no permanent address and came here from Winona, Minn., appeared before County Judge Eugene Toepel.

Warbritton admitted in a signed statement that he tied a piece of rope around the neck of Miss Winifred Sample, 33, also known as Winifred Christensen, of Baldwin Park, Calif., when she struck him with a bottle July 9.

Judge Toepel accepted War-

britton's statement as evidence over the objections of George DeDakis, the attorney appointed by the court to represent Warbritton.

DeDakis maintained that the

statement was given to police

in exchange for a promise

made by Lt. Vern Weber of the

La Crosse police department

that a lesser charge and a

lighter sentence would be im-

posed for pleading guilty.

Liberty, Ind. —**W** Mrs.

Anna Beard died yesterday

at the age of 90, and one of

the survivors is her mother,

Mrs. Nancy Ryan, 108, Rich-

mond.

Mrs. Beard was the widow of Hollis Beard, Union county

recorder in 1928-36.

Woman Dies at 90; Mother Survives Her

Port au Prince, Haiti —**W**

A band of exiled army officers

seized barracks next to the

national palace early today

but the rebels were reported

wiped out in a swift govern-

ment counterattack.

The band, believed to num-

ber no more than six, landed

by launch under cover of dark-

ness, commandeered trucks

and seized the yellow stucco

Caserne Dessalines back of the

palace shortly after midnight.

The band captured 50 sold-

iers after a brief clash in which

the army said three soldiers

and an artillery officer were

killed.

Government forces counter-

U.S. Takes Role of Virtual Partner in Baghdad Pact

Secretary Dulles Pledges Nation To Defense of Asian Countries in New Attempt to Bolster Agreement

London — The United States continued Baghdad pact discussions today in the new role of a virtual partner with Turkey, Iran, Pakistan and Britain against Soviet threats to the Middle East.

Secretary of State Dulles pledged Washington to defense of the three Asian nations still active in the alliance to bolster the group after the apparent

Fog Holds Blimp From Arctic Trip

Lakehurst, N.J. — The "Flying Sausage" remained bogged down in pea soup today, but its crew hoped to have it high and dry in the sky again soon.

The 343-foot navy exploration blimp, carrying a crew of 14 and a group of international geophysical year scientists, is bound for the ice island known as T-3, a floating weather station in the Arctic ocean.

If the expedition is a success, the ZPG-2 type blimp will be the first navy airship to fly over the north pole.

Bad Weather

But the flying sausage has been dogged by bad weather since it took off from South Weymouth, Mass., Sunday night on what was to have been first-leg flight to Churchill, Canada.

Foul weather along the east coast kept the blimp grounded for a whole day, and heavy fog delayed its departure from South Weymouth by 80 minutes.

When it finally took off, the Flying Sausage headed toward the Hudson river, its flight plan calling for it to follow the Hudson valley north to Canada.

But the blimp hit rough weather and a temperature inversion — a layer of warm air at a high altitude. This caused the helium gas inside the craft to expand.

Standby Basis

With fuel running low and some helium escaping, the flying sausage was sent to the nearest blimp landing field, the naval air station here.

Thick fog kept the blimp on the ground all day yesterday, and although its crew remained on a standby basis throughout the night, no flight plan had been filed by early this morning.

Crew members kept themselves busy refueling the ship and making minor adjustments.

Three-Year-Old Hikes Four Miles to Get Kiss From Working Mother

Milwaukee — In quest of a kiss, bold Richard spent three hours hiking four miles, trailing his mother to the factory where she worked Monday night.

Three-year-old Richard Thompson trudged up to the gate of the American Can company plant, confronted the guard and said:

"I want to see Mommy. She forgot to kiss me."

Mrs. Gladys Thompson, summoned from her job, bestowed a hearty kiss.

Then she telephoned her husband, Paul, who works a different shift at the plant, to drive Richard home for supper.

Well-kissed, well-fed, tired Richard fell asleep in bed content.

Today's Chuckle

Conscience doesn't keep you from doing anything; it just keeps you from enjoying it. (Copr. 1958)

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Continues Tomorrow
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Four Miles Underground

Boy Swept Through Sewer Describes Harrowing Trip

Cleveland — What's it like to be swept along for more than four miles by a wave of rain water in a dark storm sewer?

Terry McGuire, 13, was one of four boys who took the unexpected underground trip Monday. They were playing in a creek which enters a large tunnel leading through the storm sewer. All four came out alive. They were soaked, scared and smelly. Here's how Terry described the experience:

Big Opening

"We were playing at this great big opening in the ground, like a tunnel. We went in and walked a little way. Then we heard this water rushing down. We tried to get out, and the water just carried us down."

"I was sliding along in the water. I was sitting down like, and the water was up to my waist. Boy, it was really dark. I could see a manhole from the sewer sojourn.

Voters Goto Polls Today In Arkansas

Gov. Orval Faubus Hopes to Obtain Third Nomination

Little Rock, Ark. — Arkansas' tense gubernatorial race moved to the ballot box today with Gov. Orval Faubus hoping that his stand in the Little Rock integration crisis would sweep him to a third term Democratic nomination.

Faubus, who ordered state troops to block school integration, faced two opponents in the Democratic preferential primary which was expected to draw approximately 300,000 of the half million eligible voters in the state.

In strongly Democratic Arkansas, nomination is equivalent to election.

Should Faubus not win a majority in today's voting, he will face the runnerup in a runoff second primary Aug. 12.

The two candidates opposing the controversial incumbent — Chris Finkbeiner, 37-year-old Little Rock meat packing company executive, and Lee Ward, runoff.

"We never dreamed they had gone underground," said a phone company detective.

The two candidates opposing the controversial incumbent — Chris Finkbeiner, 37-year-old Little Rock meat packing company executive, and Lee Ward, runoff.

All three candidates made formal American adherence to the pact through the U.S. Senate.

Faubus an excellent chance to port.

Similar to the United States, in the interests of world peace and pursuant to existing congressional authorization, agrees to cooperate with the nations making this declaration for their security and defense and will promptly enter into agreements designed to give effect to this cooperation."

Such agreements under the Eisenhower doctrine would eliminate the need to push a formal American adherence to the pact through the U.S. Senate.

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Such agreements under the

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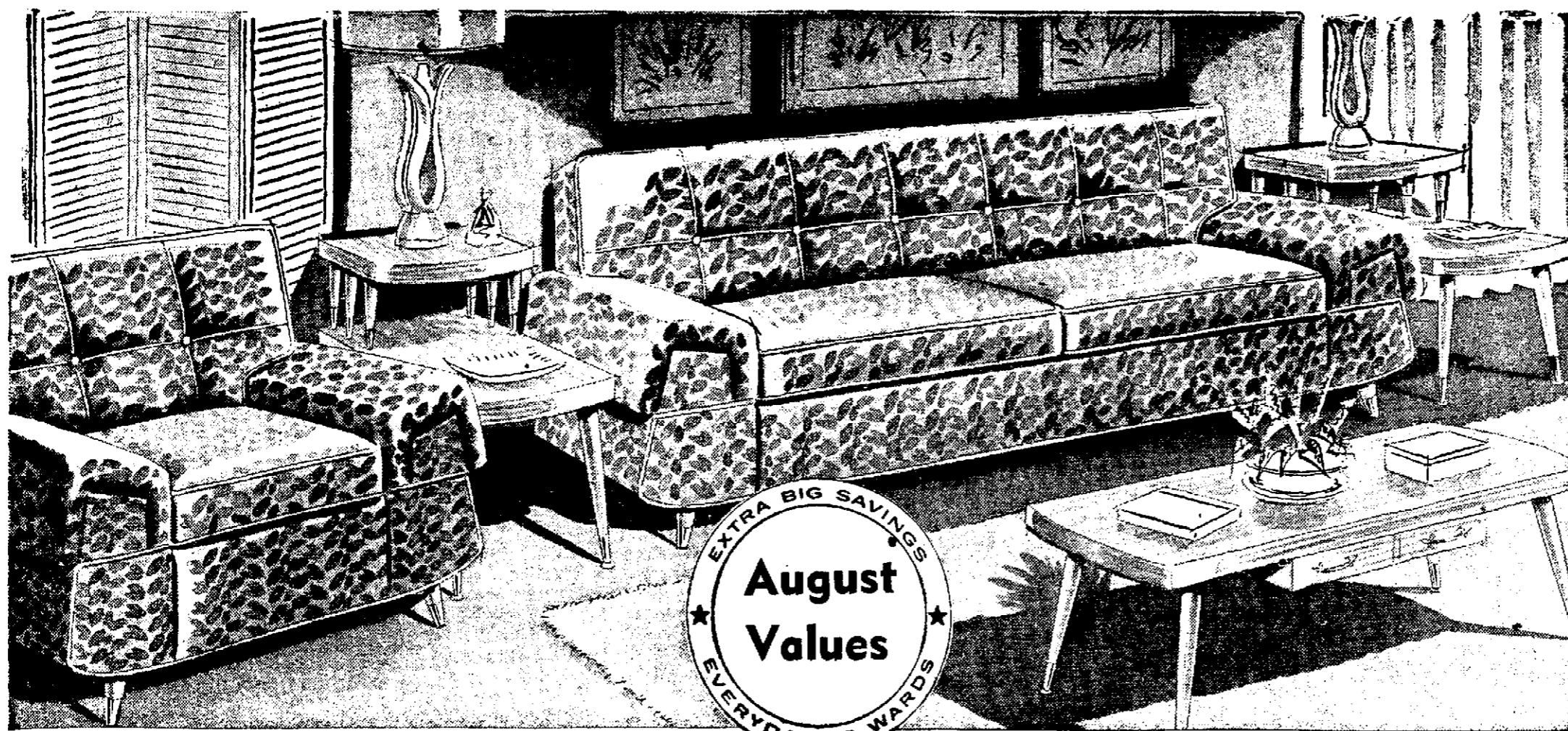
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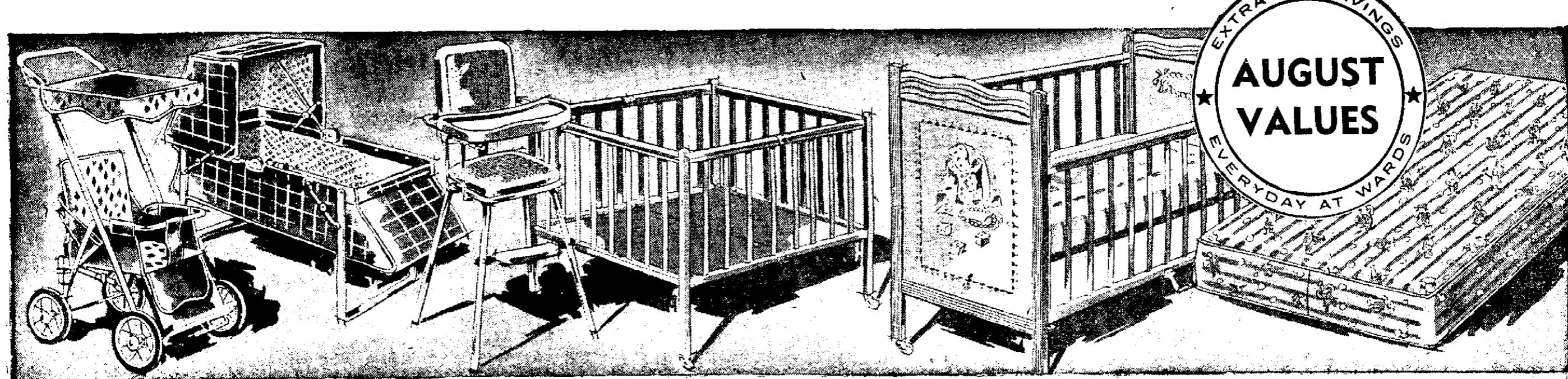
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teething rails.

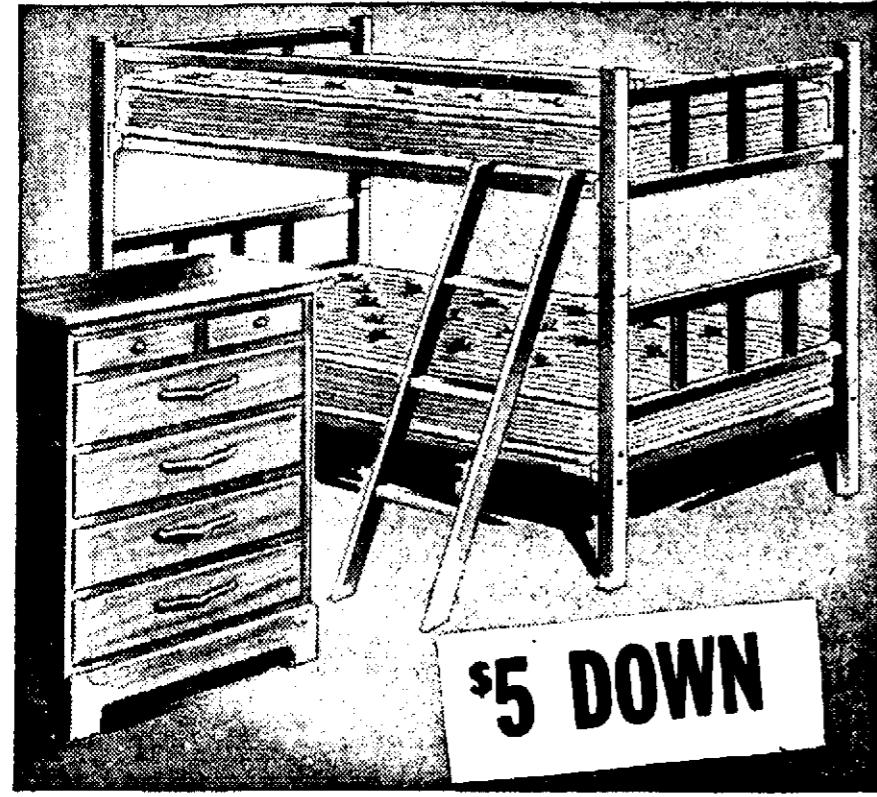
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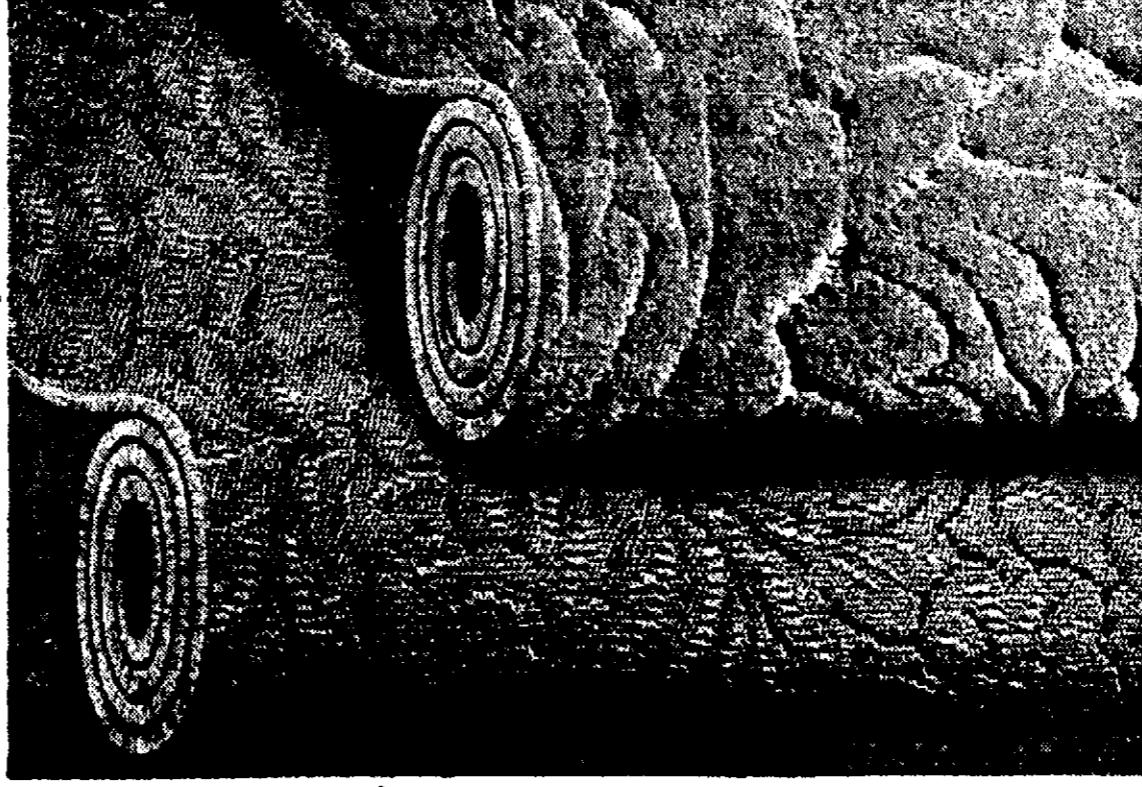
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AAL Moves Into Automation Age

Add Electronic Computer; Expect Complete System in Few Years

With the introduction this year of a data-processing system centered in a computer, the Aid Association for Lutherans is one of the largest electronic machine users in the Fox Cities, Donald Bickle, International Business Machine representative, says.

AAL's "brave new accounting world" of automation is explained in the July issue of its trade magazine, *The Correspondent*.

The new 650 IBM computer

utilizes punched cards, speeding work in areas such as sur- plus refund and commission accounting. In the next few years a larger computer—actually a hit him.

The complete electronic data processing program will pro- duce necessary basic statistics for 20,000 AAL certificates every six minutes, or less. It will cut manual work, keep the number of necessary employees at a minimum, speed operations done by slower account- ing machines, handle volumes of statistics and store them in code and symbols on tape.

IBM accounting machines were first introduced at the AAL in the early 1930's, ac- cording to the magazine. Be- cause of the association's or- derly growth, full automation from a work camp. They were spotted near here by lawmen may be completed by 1961.

About 1950, when the AAL

yesterday and followed to Co-

lumbus. had a half-billion dollars insur- ance in force, it had the most modern accounting machines available. AAL had rapid calculators, high speed sorters and the latest card machines.

Increased automation will keep insurance costs reasonable, the article says.

Recorded on Tape

Electronic data processing at the AAL involves gathering facts and figures into a pro- posal to welcome Khrushchev if the state department approves and putting this on

inch wide plastic magnetic tape.

The typical tape is divided lengthwise into seven parallel tracks, six of which store coded numbers, letters or symbols. The other

track might have a system of shattered the unanimity with, tricity.

Checking the accuracy of read- ing and writing, or whatever system is desired.

Characters are recorded on the tape by electric current. One 2,400-foot reel of tape could have as many as 25,000 unit records with 80 characters each.

AAL home office accounting has come a long way from penciled notes on the back of an old envelope, in its 1902 be- ginnings.

For 73rd Time in 82 Years, Waynesburg Has Rain on July 29

Waynesburg, Pa. — Citizens of this southwestern Penn- sylvania community usually don't pay too much attention to rain.

But today was different be- cause there is a belief that if always — well almost always — rains in Waynesburg on July 29.

Each year, Atty. John Daily, head of Waynesburg's Rain Day club, wagers a hat that it will rain. This year he put up a tri-cornered Revolutionary war hat against a jet pilot helmet put up by Maj. Donald John- ston, commander of the 147th squadron of the Pennsylvania air national guard.

At 12:10 a steady rain began falling — marking the 73rd time in 82 years that rain has fallen on Waynesburg on July 29. Daily had won his helmet.

W

Want To Win \$50?
See Easy
Contest Rules
in
Buying Habits
Tabloid
in Tonight's
Post-Crescent

APCO
PROPANE GAS... PROPANE GAS...

L.P. GAS
THE MODERN WAY!

Your "Home Gas System"

Now you can have your own "home gas system" with L. P. Gas. Clean, safe, thrifty, it gives you all the benefits of modern gas appliances.

We deliver to your door . . . anywhere!

APPLIANCE

Gas

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507 W. College Ave. 3-8744

Convict Slain in Battle With FBI

Columbus, Ga. — Two es- caped convicts, a police net tightening on them, tried to shoot their way to freedom yesterday. One was killed and the other wounded during a brief, frantic gun battle.

W. C. Goss of Columbus, an agent of the Georgia Bureau of Investigation, was pistol-whipped and shot at by one of the desperadoes but was not seriously injured. None of the shots

"I guess I've been in a lot of tight places," Goss said, "but that was the closest call I've ever had."

James Patterson, 32, of La- Grange, serving 8 to 19 years for robbery, burglary and auto theft, died in a fusillade after he had fired three shots at Goss and missed.

The other convict, John W. Rose of Buchanan, cried out "I give up," then grabbed a sawed-off shotgun. Gunfire brought him down, critically wounded. Rose, 32, was serving 10 to 15 years for auto theft.

He and Patterson escaped from a work camp. They were spotted near here by lawmen

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OLD STONE HEAD
Middletown, R.I.
NATURAL ROCK FORMATION

A ROBIN'S NEST
WAS FOUND IN THE EMPTY SKULL OF JAMES PRICE
A ROBBER WHOSE BODY
HAD BEEN LEFT ON THE
GALLows FOR 30 YEARS

Trafford Green, England
1820

THE GREAT ARCH
near Urfa, Turkey
REMANENT OF A ROMAN CASTLE
WAS CONSTRUCTED WITHOUT MORTAR OF ANY KIND
—YET IT HAS ENDURED FOR MORE THAN 2000 YEARS

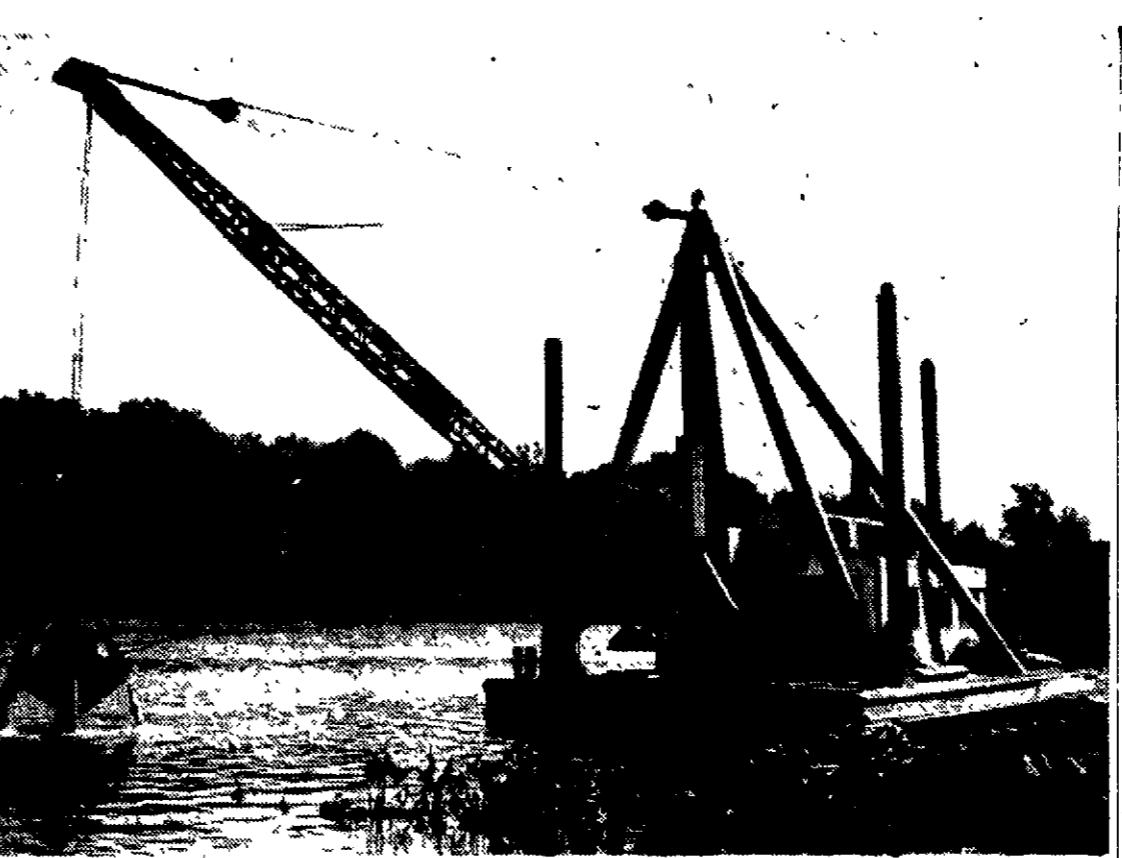
GENERAL JOHN MEAD
(1755-1800)
of Greenwich, Conn.
A HERO OF THE
AMERICAN REVOLUTION
BECAME SO STOUT
THAT HIS TAILOR
FITTED EACH NEW
VEST HE MADE
FOR THE GENERAL
BY BUTTONING IT
AROUND 5 MEN

1820

CITIZENS LOAN & INVESTMENT CO.
319 E. College Ave. Appleton, Wis.
Ph. REgent 3-6669

\$50 To \$5000

MONEY IN MINUTES



A Dredge of the C. R. Meyer and Sons Construction, Oshkosh, pulls a bucket of mud and silt from the bottom of the Lutz park lagoon. Dredging began Monday morning. The lagoon will be deepened about four feet and the boat launching area enlarged. Cost of the work is \$1,500. (Post-Crescent Photo)

To Supplement Supplies

Beloit Scientist Says World Should Develop Solar Power

Beloit — "We must develop solar power — and soon — if we are to avoid a world war over dwindling oil, gas and uranium supplies," a Beloit col-

umnist says. "Premier Nikita Khrushchev, a lego professor says, won't be encouraged to visit

Phoenix, Ariz. — Soviet

atomic and hydrogen bombs, an

air force and a navy, plus bal- listic missiles of all types, in- cluding intercontinental ones.

Among suggestions by the Beloit professor was one to con- tinue development of phosphor- escent paints for building in-

terior which could absorb light during the day and then release it for use at night.

"In our use of energy we are like Goldilocks and the three bears," Dr. Fuller said. "Nu- clear energy is 'too hot,' sun- light is 'too cold,' and coal, oil and gas are 'just right' so we're gobbling them all up."

To illustrate the potential of solar energy, the Beloit sci- entist pointed out the solar ener-

gy falling on America is 2,000 times the nation's current en- ergy consumption. The solar energy falling on the Mojave desert alone, if used at only 1 per cent efficiency, would sup-

ply one and a half times the present U.S. need."

In contrast, if all known fuels in the world were burned in one huge bonfire, it would equal the energy supplied in three days of sunshine, he explained.

He said the sun's power could be used efficiently to heat

the street will be opened until the street is paved, to cook food and to distill drinking water. He also not-

ed progress in America and Russia in construction of solar furnaces and in development of solar engines for power.

He also noted the future of phosphorescent paints for building in-

terior which could absorb light during the day and then release it for use at night.

Zoo officials said the cobra apparently had slipped through a crack in the top of the cage. They fastened a piece of wood over it.

Find Bodies of Four World War II Airmen in New Britain Area

Brisbane, Australia — One city

hall employee said it was "hi-

larious," but another called it "ridiculous."

Others weren't saying anything about the trap in which more than 50 errors were planted in the payroll to see if of-

ficials check them before affix- ing their signatures.

The results?

Mayor James L. Maxwell re-

signed his office's payroll re-

ducing the pay of his adminis-

trative assistant from \$287.50 to

\$267.50 instead of \$375.

Police and Fire Commission-

er Robert L. Mawhinney gave

liars found a B25 Martin Mi-

croplane and a navy

aircraft. They will surely seek to frus-

trate the British policy, and

they will have many opportuni-

ties to do so.

Young wasn't amused. He Grumman Wildcat fighter out of the jungle and a report

plans to take the trap up with which had been shot down is being made to U.S. authori-

ties.

Three bodies were found in the ties.

Red Lead in Weapons Widening Still Further

Arms Advance Causes Present Disarray In Diplomacy, Middle East Catastrophe

BY JOSEPH ALSOP

Washington — Much too lit- tle attention has been paid to the most ominous single aspect of all the dark and ominous events of the past fortnight.

In brief, the British and American governments agreed to Nikita Khrushchev's propos- als for a summit meeting under a naked threat of force.

Secretary of State John Foster Dulles, playing his peculiar role of the only tuft in the local swamp, did not wish to do this. In former times, no self-respecting government

would have accepted a note from another government containing such a crude threat as Khrushchev's reminder that "the Soviet Union . . . possesses

atomic and hydrogen bombs, an air force and a navy, plus bal- listic missiles of all types, in- cluding intercontinental ones."

Furthermore this is a moment that reminds one of the famous question Winston Churchill asked long before the first Soviet atomic bomb was tested: "If this is what they do in the green wood, then what will they do in the dry?"

For the warning of the sputnik has not been heeded by the American policy-makers.

No real effort is being made to prevent the Soviet lead from widening still further; it is in fact widening at a terrifying rate.

No graver statement, more directly contradictory of the promises of our leaders, could be made at this time. But hard proof will be offered in the next report in this space.

(Copyright 1958)

Before You Diet... THINK!

• Do you overeat? Are you thinking of going on a diet? You better think twice before you do. It's more than just cutting down on your food; as this article in August Reader's Digest points out, you need to understand *why* you overeat. You may even be one of those people doctors say are "better off overweight."

Don't miss "Think Before You Diet" in August Reader's Digest. It's just one of 35 interesting and informative articles in this issue. Get August Reader's Digest—on sale at newsstands now.



\$ \$ \$ SAVE MONEY

Compare Formulas With Paints Costing Up To \$2.00 More Per Gallon —

Peerless Paint Is Equal Or Better In All Respects Than Any Paint on the Market — Regardless of Price!

1. You Get Exactly The Color You Want! (Non-Fading)

2. Exceptional Durability — Tested In Wisconsin.

Addict Can't Be Determined Until He Drinks

Priest Lists Phases, Symptoms of Disease For Optimist Club

A person has no way of knowing before he starts to drink whether he'll be an alcoholic, the Rev. Harry E. Hoewischer, S. J., told the Optimist club Monday.

For this reason, he said, everyone should be aware of the problem and know the symptoms of the disease.

The Rev. Hoewischer, Cairo, Ill., has had training in psychiatry and hospital work. He is now teaching summer school at Loyola Villa, Waukegan.

"Most people don't have any clear notion of what alcoholism is," he said.

Alcoholism is not just prolonged and steady drinking, since people with the disease have not only some problem of excessive drinking, but also some problems resulting from this drinking — as in their financial or social lives — and they usually can't stop drinking without outside help, the Jesuit said.

This is "not strictly a moral problem or a matter of will," he said, and it is a mistake to try to shame an alcoholic into sobriety.

No Psychological Test

The Menninger clinic, the country's largest psychological clinic, has found no psychological test to determine whether a person is an alcoholic, but an alcoholic, the priest said, usually fits into one of two categories:

A primary addict is one with emotional difficulties which would not be cured even if he stopped drinking. He is a neurotic who uses drink as an escape from his problems.

A secondary addict is a relatively well-adjusted person with no pathological neurotic problems. He likes liquor and its effects and drinks socially, but gradually shows the signs of alcoholism.

Symptoms of Alcoholic

A secondary alcoholic becomes more careless at work, more thoughtless of his family, more demanding as a friend and more aggressive as a neighbor. In the preparation phase of alcoholism he has a blackout and is not able to remember the next morning what he did the night before.

In the early chronic phase this alcoholic begins to drink in the morning and when he reaches the late chronic stage he has little or no control over his drinking.

The extent of this problem is illustrated by the 3,876,000 reported alcoholics in the country last year, the Rev. Hoewischer said.

Drinking among adolescents is higher than ever before, he added, and "they have enough emotional problems without adding alcohol to them."

Adolescents, he said, live under tremendous pressure but don't have the experience of adults to handle problems and start to drink.

Appleton Teacher Wins Scholarship To Iowa Institute

Neal Precourt, an Appleton teacher, was among 55 junior and senior high school science instructors to win full scholarships to a summer institute at Drake University, Des Moines, Iowa.

Precourt, who teaches science at Wausau Junior High School, attended the conference from June 9 to July 18 as the guest of the National Science Foundation, sponsor of 90 summer sessions around the nation. He was the only Wisconsin teacher chosen.

The program aims to broaden subject matter knowledge of teachers and increase their ability to motivate students. On the agenda were field trips, lectures by prominent scientists and classes in physics, chemistry, biology and mathematics.

Selection of the 55 scholarship winners was made from 550 applicants.

Young Patient

Stamford, Conn.—A—Among the patients given emergency treatment at Stamford hospital recently was a 19-months-old boy who had cut his hand while playing with a knife.

Floor Coverings Street Floor

Clearance on Room Size and Short-Roll Carpets

1 Sandalwood Wool
Trendex (15 x 15'6") 184.68

1 Sandalwood Wool
Trendex (15 x 14'6") 172.82

1 Grey Wool Wilton
(12 x 11'6") 99

1 Axminster-Floral
(12 x 12') 169

1 Royal Wool Beige
Tweed (12 x 15'10") 194.20

1 Royal Wool Black and
White (12 x 15'6") 184.69

1 Nutria Visco (12 x 12') 79.95

1 Gold Wool Trendex
(12 x 13'9") 199

1 Green Wool (12 x 19'7") 169

1 Karastan Wool Twist,
Beige (12 x 15'8") 229

1 Green Visco (12 x 15'6") 99.50

1 Green Wool Wilton
(12 x 15'8") 149.50

1 Nutria Wool Nylon
(12 x 14') 169

1 Grey Wool Wilton
(12 x 13'4") 139

1 Green Wool Wilton
(12 x 11'8") 159

1 Green Wool Wilton
(12 x 10'9") 119.95

1 Gold Visco
(12 x 11'8") 79.95

1 Wool Tweed
(12 x 12'6") 79.95

1 Nutria Heavy Wool
Wilton (12 x 11'6") 159.95

1 Wool Trendex
(12 x 10'9") 129

1 Wool Wheat
(12 x 8') 99.50

6 Wool Blend Hook
(9 x 12') 39.95

3 Viscos (9 x 12') 49.95

40 rolls Linoleum — in
fine colors and patterns.
Rolls large enough, for
gradually shows the signs of
alcoholism.

1.89 sq. yd.

Clearance on Vinyl Asbes-
tos — Drop colors' and
small quantities. (9 x 9')
10c each.

Clearance on Armstrong
Asphalt Tile — Broken
cases and small quantity
amounts. All colors (9 x
9") 5c ea.

All Wool
Broadloom
Carpeting

400 sq. yds.

• Beige Tweed
• Brown Tweed
• Grey Tweed

Mohawks — Dense all wool
pile in fine decorative col-
ors. It's smart to choose
all-wool carpeting for long
wear and shading. This
loop carpet hides foot print
and traffic lanes.

Low-Low Price ...
Installed

6.95
sq. yd.

New Store for
Floor Coverings

Fine Quality Color Gay Rugs —

24 x 36" 2

24 x 48" 4

27 x 54" 5

36 x 60" 6

48 x 72" 10

Cotton Loop Pile Scatter Rugs

27 x 45" 1.50

36 x 60" 4

48 x 72" 6

10c to 1.98

Gloves First Floor

48 pr. Kiddies' Gloves —

White, red, yellow — nylon
and cotton.

Reduced to 69c and 89c

Handbags Street Floor

48 Summer Bags —

Straws — Vinyls — Linens —

Patents. Values to 7.98.

Priced to clear at ...

\$1 to 3.99

Blouses Street Floor

139 Misses' and Women's

Blouses — famous make,
slight irregulars. Cotton
knit, or cotton, sleeveless

and short-sleeve styles.

Sizes 32 to 38. Priced to

clear ... 1.55, 2 for \$3

Handkerchiefs Street Floor

24 Pin Cushion or Boudoir

Pets. Reduced to ... 50c

Kiddies Print Hankies

10 for \$1

Selection of Misses' and Women's

Better Dresses

City and Country Dresses

Values just too good to
pass by! Cottons — one
and two piece styles.

Now

\$7

Better Dresses —
Second Floor

Scarfs, Neckwear Street Floor

137 Scarfs —

18 inch, 24 inch, squares,
long scarfs.

Solid colors and assorted

prints 4 for \$1

38 Collars —

Jewel trims, assorted

styles 99c to 1.99

112 Pieces Playwear —

Knit tops, Head scarfs,

Tee-tops, Bras, Midriffs,

Skirts, Jamaicas, Shorts,

Novelty tops. Broken sizes

10 to 18 ... 25c to 2.99

28 Cotton Pinafores —

floral prints shirred elastic

back, sizes S-M-L-XL

1.99

Daytime Dresses Third Floor

200 Daytime Dresses

2 for \$5

or 2.59 Each

Sunbacks Prints

Sleeveless Plaids

Jacket Stripes

Dresses Checks

Full Skirts Solid

Chemises Colors

Broken Sizes 5 to 15 —

10 to 20 — 14½ to 24½



Please No Mail
or Phone Orders

Boys' Wear First Floor

45 Boys' Boxer Shorts —

Assorted colors, sizes 6
to 10. Not all colors in
all sizes 50c ea.

Tumble Table — Anything
on this table including ...
Sport Shirts, White Dress
Shirts, Pla-jeans, Knit
Shirts, Swimwear. Come
and pick your bargains

\$1 ea.

100 Initial Stretch Sox

3 pr. \$1

50 Summer Weight Pajamas

sizes 6 to 12 1.59

Men's Store First Floor

45 Men's Slacks —

Washable, size 30 to 42. Broken
lots and sizes. Reduced to ...

2.99

400 Men's Swimwear —

A large assortment of color-
fast Boxers, Briefs and
Reversibles. Sizes S-M-L
only 99c ea.

Tumble Table — White
Dress Shirts, Colored Sport
Shirts, counter soiled Tee
Shirts and Long Sleeve
Sport Shirts. All items on
this table \$1 ea.

Men's Loafer Slacks —

sizes 30 to 40 ... 3.99

47 pcs. Famous Wheary Luggage for Women —

Clearance ... Buy now

and save on every piece!

Tuesday, July 29, 1958

What About the Menominees?

Time is running out for the state and the Menominee Indian leadership on the challenge to evolve a workable plan for the termination of federal government controls of the reservation property and the tribe's affairs.

Under the amended federal law, the tribe must submit to the United States secretary of interior a termination plan by next Feb. 1 and the date for final termination of federal responsibility is set for Dec. 31, 1960.

Those dates may seem to be comfortably distant. But those sympathetic persons who have been watching the long deliberations on the matter know they are uncomfortably close. For more than three years the tribe's leaders and a big corps of state government specialists have been pondering how to achieve freedom and independence for the tribe. The termination date has already been put forward several times. And now Chairman Stewart Honeck of the state planning commission confesses that the study group is very little closer to an acceptable or practicable plan than it was in the beginning.

This is the fault of no special group or interest. Inherently this is a difficult matter, and it is perhaps better that the responsible officers recognize the difficulties and the doubts rather than fashion a hasty

or impracticable plan. A considerable wealth is involved here, a public recreational asset of significant character, not to mention the health and welfare of more than 3,000 of our neighbors.

The nub of the problem is fairly clear. The chances are that the Menominee forest won't sustain the cost of providing essential local governmental services and employment for the tribal members at a decent level of income, without a considerable industrial development.

An alternative would be the transfer of the forest preserve under a trust arrangement, with provision for sustained yield management by private investors, and the proceeds paid to the tribal members. This and many other alternatives are under study.

The ideal would be a method that will preserve for future public enjoyment the magnificent forest stands, and yet assure the Indian tribal owners a fair income. But whether that can be arranged is becoming more doubtful. Indeed, some qualified experts have already concluded that it cannot.

If a suitable termination plan is not worked out during the next eight months, the Congress will be obliged to push forward again the date for cessation of national government rule of the tribe and its affairs. There will be no other choice.

ration. a merger of the old Nash-Kelvinator and Hudson firms, was struggling to stay out of the bankruptcy courts; it had only a minuscule part of the automobile market and many predicted its demise in the near future.

But in 1958 Chrysler decided to offer its highly-successful 1957 models with very few changes: as a result its sales plummeted and it lost \$25 millions in the first half of the year. Meanwhile the public had suddenly decided it liked the small, compact car featured by American Motors: its sales zoomed and in the second quarter it made a profit of \$7 millions compared to a loss of \$1.1 millions in the corresponding quarter a year ago.

Thus the decision of many American automobile buyers that they liked the American Motors product better than Chrysler's this year has produced a huge loss for the one company, a fat profit for the other. Next year the situation might reverse itself; it all depends on how sharp the management of each company is in predicting what the consumer wants. This is economic democracy — the consumer is king, all the professorial arguments about economic definitions notwithstanding.

Economic Democracy

In the 1930's, when your editor went to college, a good many economics professors were teaching that this country's "free enterprise" system was not really very free at all; that competition among two or three or even nine or ten companies for the consumer's dollar for a certain product was not really competition at all but a semi-monopoly. The implication was strong that the consumer really didn't have much of a choice, that he was in fact more or less led by the nose by the people who own and manage our industry.

For all we know, they are still teaching these things.

The answer to this argument, of course, is that competition in this country is plenty tough, and that companies who fail to give the customer what he wants eventually go under with few tears being shed for them. A classic example is offered today in the field of automobile manufacture. Two years ago the Chrysler Corporation, one of the "Big Three," came out with its "forward look" styling which caught the imagination of the public and increased the company's sales and profits tremendously in 1956 and 1957. Meanwhile American Motors Corpo-

Financing Political Campaigns

As the cost of running political campaigns has risen spectacularly in recent years, much head thumping has been done on the subject of how political parties can raise more money. There have even been suggestions that governmental units should contribute.

It is natural that those responsible for the raising of party funds have been soliciting fewer people for more money. But the dangers of this practice are obvious. Fewer people are thus in a better position to influence officeholders elected with their money.

We should all take stock of our financial responsibilities toward the party of our

choice, or to both major parties for that matter. The obligation of helping support a party financially is practically as strong as that of casting one's ballot at the polls. And those of us who believe in the two party system might well consider whether we do not have an obligation to contribute to both parties, even though we may weigh one more heavily than the other.

Broadening the base of contribution to the financial support of political parties is important not only to the parties concerned but to the future of our whole governmental system.

As a really vital election approaches this fall, the slogan "Back Up Your Ballot With a Buck" should mean something to all of us.

ure. If the government is empowered to deny Paul Robeson and others like him a passport because they are disgruntled or critical of our system, what is to stop the Government from broadening that power to include those who disapprove not of the whole system but only of part of it? Is the next step to label critics of, say, foreign aid as too "dangerous" to let abroad and to deny them passports also?

So far as Robeson, the individual, is concerned, it wouldn't matter very much to us if he found life elsewhere so enchanting he decided never to come back here. But so far as all of us are concerned, it wouldn't matter very much to us if he found life elsewhere so enchanting he decided never to come back here. But so far as all of us are concerned, it should matter very much that even Robeson and his kind shall have the right to know about it.

The fact is that Paul Robeson can't possibly do those things. He will be acclaimed in London, perhaps, for his artistry and acclaimed in Moscow for his political views. But what off-key remarks can Robeson make overseas that he hasn't said right here at home? And what has he said here that hasn't got overseas?

Our government and private agencies have spent millions upon millions of dollars to strengthen the image of America as the land of the free. But will other people in other places not think of us as the land of the fearful if we deny the right to travel to our own critics? Surely, this is an unbecoming posture for the nation, at best.

And at worst, it could become a dangerous procedure.

Knapp Family Keeps Legion Right in Home

Nogales, Ariz. — Mr. and Mrs. Merrill Knapp can stay home and plan American Legion activities for the coming year.

Knapp recently was elected Nogales post commander and Mrs. Knapp was elected president of the ladies auxiliary.



'...At Night, When You're Asleep, Into Your Tent I'll Creep...'

What Others are Saying

Government Easy Money Policy Invites Another Financial Disaster

From The Wall St Journal

This newspaper has recently published two news reports on how easy money has brought a great many people financial hardships.

One dealt with the sharp increase in mortgage foreclosures on homes financed by V. A. loans; in the past five months alone they totaled 41,000. The other was a report that in the past twelve months some 90,000 persons and businesses have filed as bankrupts in federal courts, an increase of 23 percent over the previous year.

In the unhappy case histories recounted in these stories there was one common theme. It was reflected in the case of Mr. W., a tool cutter, tempted by the ease of borrowing during the recent boom into piling up \$7,000 in debts. Now unable to meet the payments for his home, the new furniture and the new car (he owed \$17 for gasoline alone), there was no course but bankruptcy for himself and losses for his creditors.

Now it might be comforting for the rest of us if we could simply dismiss Mr. W. as an exceptionally imprudent man. But it is not so simple to dismiss all his 41,000 fellows who lost their homes and the 91,000 who went completely bankrupt. And the saddest part of it is that he — and they — were encouraged in imprudence. Indeed, the government of the United States almost thrust in upon them.

In a very real sense what happened to Mr. W. is just what has happened in a larger way to a good many would-be empire builders in business and in a very big way to the economy as a whole. From the government of the United States all the way down to its poorest citizen the attitude has been to enjoy the party and not worry about what pains the inflation stimulants might bring tomorrow.

The country has been luckier than Mr. W. and it's a tribute to the inherent strength of the American economy that the current recession has been no rougher.

But it's no tribute to the politicians who promised good times through inflation and made a good many people learn the lesson of easy money the hard way.

GRIN AND BEAR IT



"Everybody understand their duties on this trip? . . . Daddy watches the road, I watch the road maps and you children watch for speed cops."

Under the Capitol Dome

What Makes a Political Candidate Seek Office?

By JOHN WYNGAARD

Madison — The season again is approaching when the candidates for political office will devote the kind of energy to the campaign struggle that they would not dream of investing in their private concerns.

The intensity of the campaign chore for the serious candidate for high place is a never ending source of surprise for those who are closely exposed to the phenomenon, including the correspondents.

The terrible price paid in labor for political success by many candidates is only vaguely understood, moreover, by the typical voter who sees these worthies only occasionally. Many men finish the campaign trail in a state of utter exhaustion. Chances are that the lives of some of the state's principal politicians have been shortened, or their health damaged, by the ferocity of the effort required.

INCENTIVE

There is also the rich incentive of the prize. Average citizens probably have no real conception of the delights of political power and place, to those temporarily directed that way.

The stakes in politics are high, and are going higher. Many a seeker after office when he comes weary to his bed at night draws new inspiration from the dream of the high office he seeks.

It is a matter of taste and perspective.

No doubt most ordinary men and women would shrink from such desperate toil as is required to stump the state successfully as a candidate for governor or senator is obliged to stump it. To them the price would be far too great.

But the political type sees

pened by.

Whether the

guardians of the law lack a

true sense of humor is a

question, but the fact re-

mains that they were any-

thing but amused and took

the pranksters into custody

pronto.

By and large, the incident falls into a puzzling kind of category. You are bound to regard such behavior as reprehensible, in the first place, but you are apt to feel a sense of disappointment that, so long as it did come to pass, you were not there to see it. If boys must be boys, sudsing a fountain is far and away to be preferred to a panty raid or the like. In a way, at least, it was clean fun.

Suds Prank In Category Of 'Clean' Fun

From the Memphis Commercial Appeal

There is never any telling what college students will do, of course, and frequently after all is said and done they don't know just why.

Whether any bubbly beverages were involved we do not know, but the fact remains that four Occidental college lads in Los Angeles the other evening dumped two of the large economy size cans of liquid detergent into a splashing fountain.

It is of record that the suds produced even exceeded the claims of the manufacturer of said detergent and bubbles are reported to have risen just about as high as the sky. Just as the effect developed into something that it would have taken a thousand Lawrence Welk orchestras to duplicate, a pair of policemen happened by.

It is of record that the

heavy cutting and filling

at the large ravine on Green Bay street is going on at a lively rate and on Sunday last advantage was taken of the low stage of water in the river to put in the timber bents for the track at the Second Ward bridge that crosses south of Cross and Willy's flouring mill.

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Premier showing PHILCO Predicta!

... TV TODAY—FROM THE WORLD OF TOMORROW!

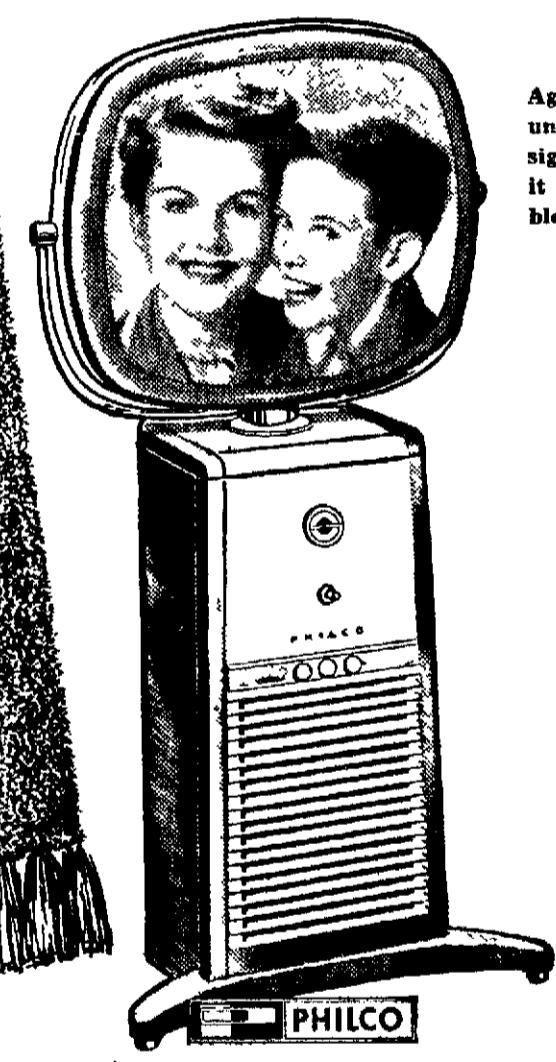
YOU ARE LOOKING AT 1965

Philco takes the most spectacular forward stride in television history with Predicta TV... a dream of the future come true. Here is a dynamic new television concept... 1965 TV ready now for 1959. Sweeping discoveries by Philco scientists in picture tube and chassis design have created the Philco Predicta, bringing new uses, new enjoyment and a new look to television.

Predicta Pedestal

Again, Philco research makes possible the most unique and original console cabinet ever designed for television. In thousands of homes, it provides a fresh "look of tomorrow" that blends with any decor. A real space-saver too.

\$299.95



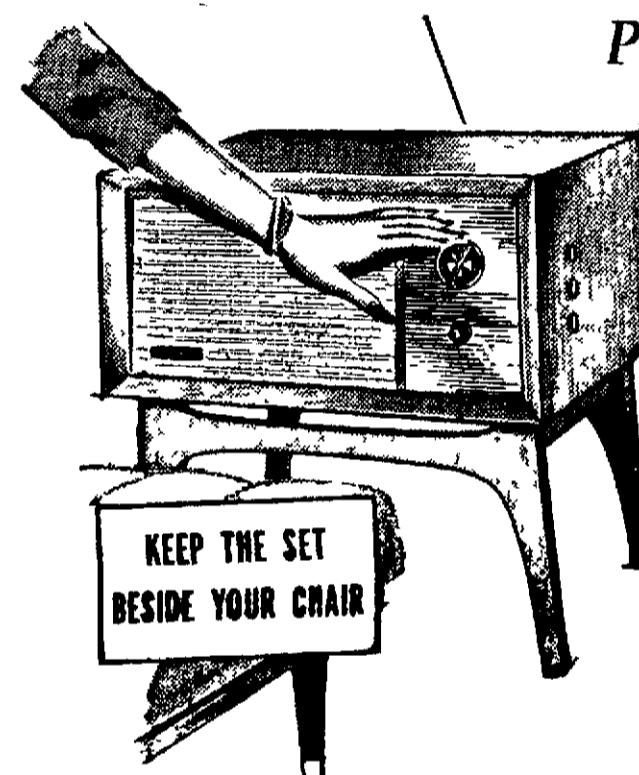
Deluxe Consolette

Television no longer need distract from the beauty of your interior design. The proof is in this beautiful, compact consolette. Its gleaming brass legs and richly finished woods will blend with practically any decor. As with all Philco television for '59... it's the top performer in its class.

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Buy on the Valley's
Easiest Credit Terms



Predicta Tandem

For the first time in television history you can put the picture where ever you want it, move it from place to place, even to another room, and keep the controls conveniently beside your easy chair. Sound stays with controls, or an optional speaker moves with the picture.

\$329.95

Deluxe Table

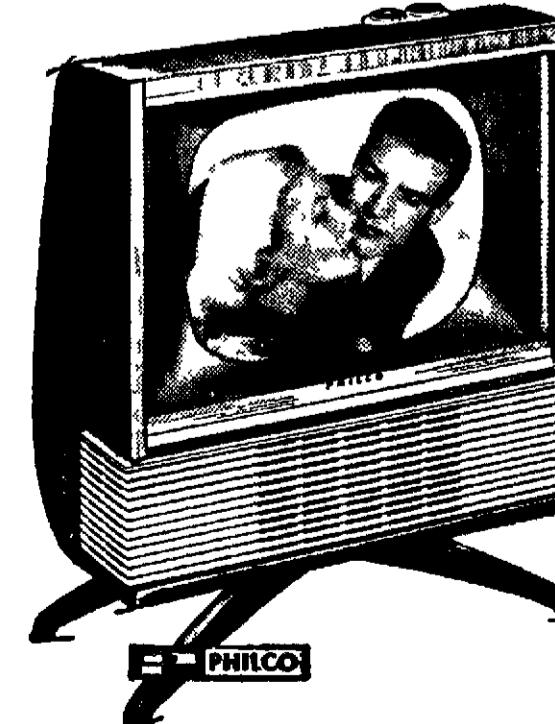
Beautiful styling and smart slim lines makes this table model extremely desirable. Exclusive, new, powerful Pivot-Tenna with matching transformer pulls in a picture that will amaze you. Here is top performing TV at a price you want to pay.



Predicta Table

Now, in one bold stroke, Philco has divorced the picture tube from the chassis and sliced inches from the tube itself. The result... this Predicta table model, the most compact table model in television history.

\$259.95



**PUT THE PICTURE
ANYWHERE**

Predicta Swivel

Here it is... today's only full dress television. This smart swivel console has a gleaming wood finish all around, back included... perfect for use as a room divider. This new Philco creation is not only attractive... it's picture perfect. Sound perfect too, with its exclusive wrap-around 3-speaker sound system.

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• 125 W. WISCONSIN AVE.
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Wichmann's

Appleton
• 513 W. COLLEGE AVE.
• 1320 W. WISCONSIN AVE.

Lawrence Says:

Congress Can Return Control Of Passports

Taken From President By Supreme Court; Aids Communists

By DAVID LAWRENCE

Washington — Will congress do anything about legislation to control the issuance of passports? The communists hope not, as they could build up a more effective apparatus inside the United States if congress did nothing about the problem. Lawrence

For the president recently was deprived of a vital part of the discretionary power he has always had, in conducting foreign relations of this country.

By a 5-to-4 ruling, the supreme court decided that the government cannot, through passport control, interfere with the movement of communist spies and communist agents connections to travel around who may wish to travel back the world, especially since and forth and deliver military there is no way to police what they do while they are abroad.

For decades past the executive branch of the government, when traveling has had the power to decide, might arrange for the who shall or shall not leave the flow of cash and information United States to travel in countries and assist in the taking of steps which are unfriendly or to promote the communist hostile to America. But now the sprucy inside the United States supreme court says, in effect, "States. The state department that no such power exists and is not asking that the executive hints broadly that, even if Congress passes a law specifying control the entrance or departure the conditions under which use of American citizens in passports may be denied, this may conflict with what the court construes to be a constitutional "right to travel" anywhere on the globe. Already the present supreme court has upheld, under the first amendment, the right to preach treason within the United States.

The court bases its passport ruling on the theory that the communist movement is just a "political belief." The fact that the communists have infiltrated many countries of the world, and that they are instigating hostilities in many areas against the United States, is disregarded as irrelevant by five justices of the supreme court—Chief Justice Warren and Justices Douglas, Black, Brennan and Frankfurter.

National Emergency
Four other justices—Burton, Whittaker, Clark and Harlan—indignantly dissent from the majority opinion and insist that the president of the United States, especially in time of an emergency, has a right to control the departure of citizens of this country for other lands.

The four justices draw attention to the continued existence of a presidential proclamation declaring a national emergency which began in 1950. The minority emphasizes that the communist movement is bent upon world conquest and is hostile to the interests of this country.

But the five justices, in the majority opinion, put an unprecedented emphasis on individualism. They say, in effect, that the rights of the majority of the American citizens may be put in jeopardy in order to uphold the rights of individuals irrespective of loyalty questions.

The department of state passport division has been virtually paralyzed since the June 16 decision. It has been compelled

to issue passports bearing the seal of the United States to some persons who are regarded as tied up directly or indirectly with the international communist movement. For several days after the decision, there was some criticism of it in congressional quarters, but now the indignation is mounting and it is significant that President Eisenhower, for the first time in his administration, has specifically asked congress to enact a law reversing a supreme court decision.

The state department has hitherto believed that denial of passports to communists is in line with the intent of congress as expressed in the internal security act of 1950, and that it is within the executive authority because of the provisions of the immigration and nationality act of 1952, which authorizes the executive branch of the government to control the departure of American citizens through the handling of passports.

Bill Denies Passports

The department of justice and the department of state have drafted a bill designed to supply the necessary authority to deny passports to communists. The administration has no intention of abandoning its

viewpoint with respect to restrictions on travel outside this government cannot, through able about permitting American citizens with communist spies and communist agents connections to travel around the world, especially since and forth and deliver military there is no way to police what they do while they are abroad.

It is assumed that American citizens, when traveling has had the power to decide, might arrange for the who shall or shall not leave the flow of cash and information United States to travel in countries and assist in the taking of steps which are unfriendly or to promote the communist hostile to America. But now the sprucy inside the United States supreme court says, in effect, "States. The state department that no such power exists and is not asking that the executive hints broadly that, even if Congress passes a law specifying control the entrance or departure the conditions under which use of American citizens in passports may be denied, this may conflict with what the court construes to be a constitutional "right to travel" anywhere on the globe. Already the present supreme court has upheld, under the first amendment, the right to preach treason within the United States.

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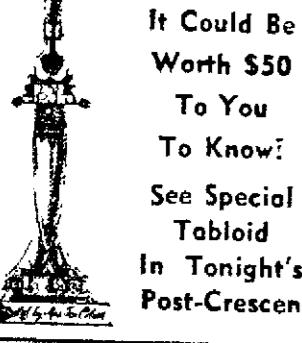
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WHO'S AIDA?

It Could Be
Worth \$50
To You
To Know!
See Special
Tabloid
In Tonight's
Post-Crescent



John Willoughby, 45, Looks at the seven coffins containing members of his family killed by a freak flood in an isolated section of Roane county, W. Va. His wife and six young children were buried in a common grave at Newton, W. Va. (AP Wirephoto)

could be held in Geneva in a move to accept part of Khrushchev's suggestion.

The initial White House reaction came from reading news accounts reporting the text of Khrushchev's letter as broadcast by Radio Moscow. The full text of Khrushchev's message still had not been received by the state department last night.

Moscow's move in swiftly publicizing Khrushchev's words was viewed as added proof that he was mainly interested in maximum propaganda advantage rather than anticipating any American acceptance of his idea.

One of Khrushchev's accusations that was likely to bring a sharply worded retort from Eisenhower was his comment that Eisenhower was not working for a settlement of the military conflict . . . in the interests of preserving peace" but seeking to expand Middle East conflicts "with the threat of world catastrophe."

Propaganda Campaign

These Khrushchev remarks were looked upon as not only personally offensive but as stepping up Russia's campaign to convince the world that Anglo-American troop landings in Jordan and Lebanon pose an immediate war threat.

Shehab would have got a virtually unanimous vote when parliament meets to elect a president Thursday.

Shehab has reportedly agreed to accept the presidency. He has long been mentioned as a compromise candidate, but until now censors had eliminated such mention of him in dispatches from Beirut.

A leading member of the national front, which opposes Chamoun, likewise said: "It appears settled. Most of us have already said we are willing to support Shehab. It looks as if he will be president."

But today the national front

Premier Not Hurt in Blast; 8 Others Die

CONTINUED FROM PAGE 1

ing car fired one round into a company command post in the dock area.

Meanwhile, parliament Speaker Adel Osseiran told the Associated Press there is general agreement among all parties that the army commander, Gen. Fuad Shehab, will be elected to succeed pro-western President Chamoun.

Osseiran predicted Shehab

Shehab

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But today the national front

Renewed backing for that call for an immediate summit conference, has repeatedly cited

whether or not the Soviet leader shows up.

The White House foreshadowed Eisenhower's attitude late last week when it announced against Iraq to topple the new

that there was no change in revolutionary government.

Most officials said Khrushchev, to justify his

keeping the meeting within a U.N. despite Khrushchev's summit meeting within the newest blast.

United Nations security council

transfer of the second ranking stand came from three members of the senate foreign relations committee, Sens. Mike Mansfield (D-Mont.) and Hubert Humphrey (D-Minn.) and Hubert Humphrey (D-Mont.)

Renewed backing for that call reflected a fear that Eisenhower, in accepting the principle of such a conference, and the Kremlin's record of attacks by citing Soviet arms shipments to the Middle East, had seized "large quantities of

ammunition and explosives" last night near the Syrian border.

Appleton Post-Crescent 8
Tuesday, July 29, 1958

declared it would not support any candidate for president unless he demands immediate withdrawal of American troops from Lebanon.

New Roadblock Seen

The front also reiterated a call for the immediate resignation of President Chamoun as a condition for election of a president.

The announcement appeared likely to throw a new roadblock in the way of agreement on a compromise choice for president to succeed pro-western Chamoun, whose term expires late in September.

If the rebels and the government supporters do unite behind Shehab, he may be able to end the 81-day-old rebellion of anti-Chamoun forces who opposed the president's western leanings and his reported ambitions for a second term. End to the rebellion presumably would result in the withdrawal of U.S. troops from Lebanon.

Despite the mounting signs of political truce, there was hard fighting yesterday four miles northeast of Lebanon's northern seaport of Tripoli, around the town of Zegharta. Two families, the Frangieh and the Duwaihys, were involved. They have had a long-standing feud and now have split over politics, the Duwaihys favoring the Chamoun government and the Frangieh has opposing it.

Jordan made new charges of plotting against King Hussein from the Syrian province of President Nasser's United Arab Republic. The Jordanian government said security forces would have given him opportunity to answer Khrushchev's attacks by citing Soviet arms shipments to the Middle East, and the Kremlin's record of arms, ammunition and explosives" last night near the Syrian border.

Expect Ike to Spurn Khrushchev's Plan

CONTINUED FROM PAGE 1

Russia's last-minute objections, whether or not the Soviet leader shows up.

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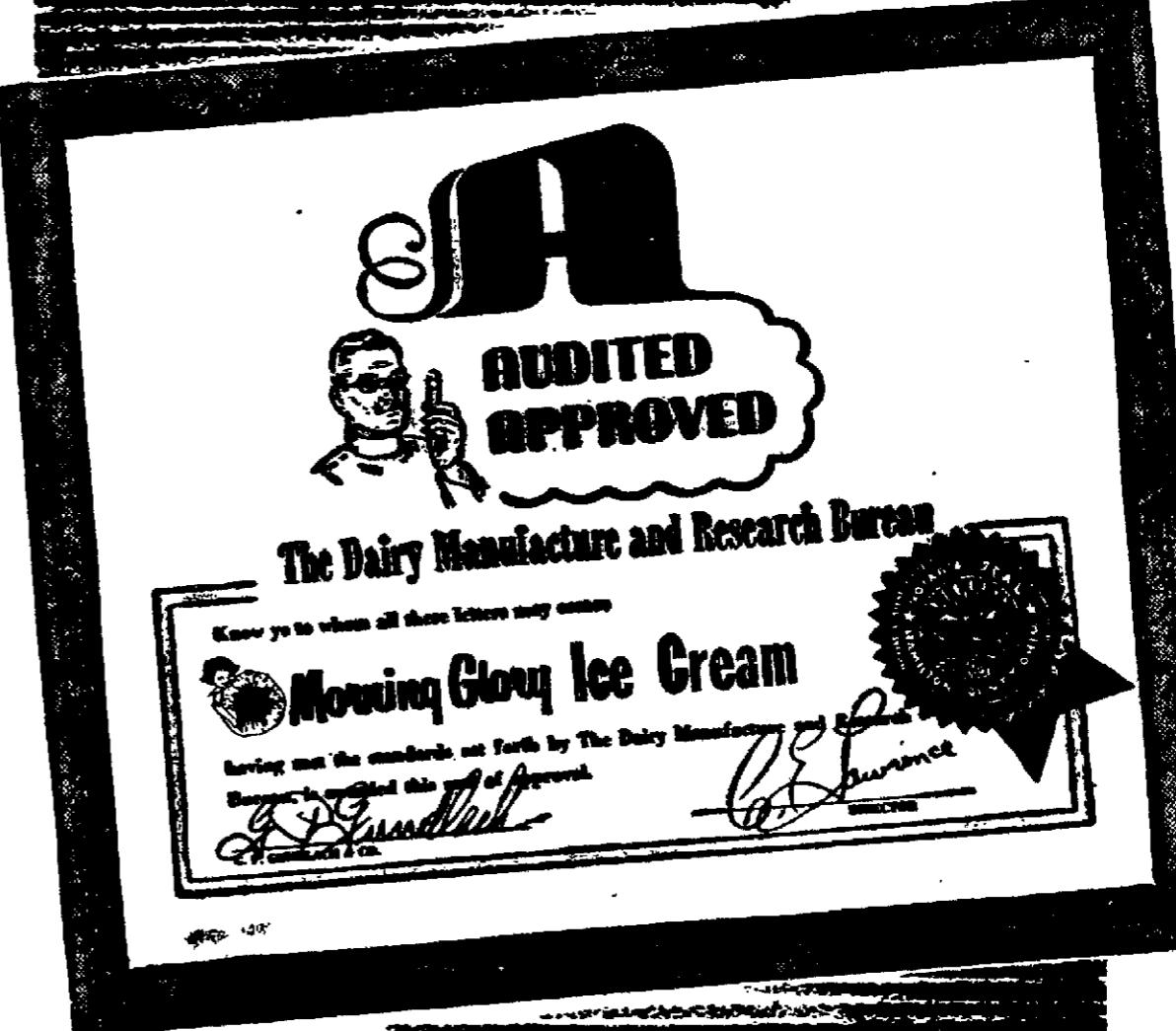
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Morning Glory

ICE CREAM



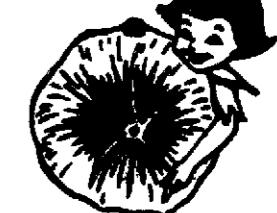
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NATIONAL RECOGNITION
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We proudly display our "A" Award. This plaque is impartially awarded for superior products. Independent laboratory tests look for high-standard, good taste and fine ingredients . . . Our products successfully met these national standards.

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YOUR FAMILY DESERVES THE BEST

Band Concert

By WURL BAND

OF

SHEBOYGAN

TONITE 7:45 p.m.

Pierce Park

Football Field for Erb Park Discarded

Plan Instead to Move Softball Diamond Into Northwest Corner

A softball diamond instead of a football field will be made a permanent fixture of Erb park as a result of Monday's meeting of the school board, park board, board of public works and the city council's school advisory committee.

The school board asked for the meeting to discuss a proposal by Neil Lunenschloss, Roosevelt Junior high principal, to put a football field in the southeast quarter of the park.

Both George Johnson, president of the park board, and Edward Krueger, school board president, said their boards are against taking park land for a football field.

Cite Safety Hazard

Supt. of Schools John P. Mann said one of the biggest reasons for Lunenschloss' proposal is that constant play on the school's football field left it so hard it was a safety hazard. Two players received fractures from falls on the field, he said.

Use of the field for recreation department softball games was cited as one reason why the field is so hard-packed. The use of a softball diamond in the northwest corner of the park for these games would eliminate the problem, it was said. For the last two summers the school football field has been fenced to permit grass to grow. The recreation department games have been played elsewhere.

The southeast corner is dotted with trees planted about 16 years ago. The northwest corner has no trees and already has been used for informal softball games.

The school could get by with its present space for physical education classes as long as enrollment doesn't exceed 600, Mann said. There are about 585 students now.

Need More Parks

Johnson and Arthur Jones, park board secretary, said the city needs more, not fewer parks. The closing of E. Roosevelt street, as contained in Lunenschloss' proposal, would force more traffic on E. Parkway boulevard and create another safety hazard for children playing in the park, they added.

Asked by Ald. Roy Pointer if the park board would be against giving up land for

school purposes if it were given more land elsewhere, Johnson said it would. The closing of E. Roosevelt would push too much traffic through the main part of the park, he contended.

Ald. Kenneth Priebe, recreation commission chairman, said having a softball diamond in the northwest corner of the park would be no problem.

Discuss School Sites

With all parties agreed, Ald. Alvin Tews switched discussion to sites for future schools. Tews, in the absence of Mayor Clarence A. Mitchell.

Franklin C. Jesse, chairman of the school board's site committee, said the board wanted action soon on a request for northside junior high site.

Thomson said one such mutual problem is the care of so-called "stateless persons" who do not qualify for welfare aid in any state. He said such persons "will create yet another area where the federal government might move in."

over the amount of money needed to finance the building program outlined by the school board for the next 10 years. He said it would take about all the city's legal limit of bonding power. The city has many other needs as well, he pointed out.

Both the school and park boards agreed it would be a good thing to put future schools and parks together on the same site. Neither Mann nor Johnson had any objections to a combined school-park site at either of the two future school sites discussed.

Jones said the city's primary park need is for neighborhood playground parks, not picnic parks. Neighborhood parks require about six acres while a picnic park needs about 20, he said.

Johnson told Pointer the park board would have no objections to establishing a park on the northwest side on the same land the city uses for a sewage plant.

Mann said an inspector from the state office of public instruction three years ago recommended against adding to the Roosevelt site because of its small size. Mann said the recommended size for a junior high school is 10 acres plus an additional acre for every 100 pupils.

Roosevelt has only six acres, he said. Pointer said his concern was that the school board should be added.

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Attorney General Candidate Says GOP Packed Commission

Milwaukee —

—

Democratic

candidate John W. Reynolds of Green Bay said Monday the office of attorney general should be used to protect the consuming public's interest at public service commission hearings.

Reynolds, who seeks nomination for attorney general, said: "The Republican party has packed the public service commission with men who are not sympathetic to regulation of utilities for the benefit of the consumer."

"I propose that a Democratic attorney general would actively participate in public service commission hearings in behalf of the consuming public."

Reynolds spoke at a Dunn county Democratic meeting at Ridgeland.

Gov. Vernon Thomson warned Monday that states will surrender even more powers to the federal government unless they establish reciprocity agreements to solve mutual problems.

Thomson said one such mutual problem is the care of so-called "stateless persons" who do not qualify for welfare aid in any state. He said such persons "will create yet another area where the federal government might move in."

EMMY LOU



By Marty Link

EUB District

To Hold Annual 10-Day Camp

Eastern Wisconsin Churches to Meet At Forest Junction

Forest Junction — Fifty-nine congregations from the eastern district of Wisconsin conference of Evangelical United Brethren church will attend an annual 10-day assembly Aug. 8 to 17 at the district camp at Forest Junction.

Program plans include a youth fellowship rally the first weekend, a camp meeting Monday through Aug. 17, an afternoon district rally of the Women's Society of World Service Aug. 12 and a conference men's day observance Aug. 16.

The Rev. H. R. Heininger, Minneapolis, Northwestern area bishop, and the Rev. Bruce Hilton, Dayton, Ohio, editor of denominational youth publications, are speakers.

Sermon Themes

In connection with the youth fellowship theme of "Christian Explorers in a Day Like This," the Rev. Hilton will speak with the following themes: "The Count Down," "The Church Explores Repentance," "Hypocrisy—Peril to High Fliers," "A Cargo Worth Carrying," "Communication with Home Base" and "Foolproof Navigation."

The Rev. Leslie Pardon, Port Washington, and the Rev. Peter Siedschlag, Lomira, are directors of music.

The Rev. Heininger's theme for sermons at 8:15 every evening from Monday through Sunday is "The Christian Answer to Vital Questions." He will conduct a Bible study group based on Colossians under the

general theme of "New Life in Christ" at 10:30 every morning.

Mrs. William Voight of Batavia, Eastern district leader, will be in charge of the Tuesday afternoon rally of the Women's Society of World Service. The Rev. Heininger will speak with "The Witnessing Community" as his theme.

Ora W. Luetpiow, Markesan, vice president of the Wisconsin conference men's organization, will discuss the mission program at the men's day observance Aug. 16. Gilbert Liebenthal, Grafton, president, is chairman.

Colleges and seminaries will be discussed by Russell Frank, Racine; Dr. Walter D. Kline, Milwaukee, will speak about "The Men's Day Emphasis"; and the Camp Lucerne program will be outlined by Arthur Fredrick, Oshkosh.

The Rev. Willard W. Schultz, Fond du Lac, conference director of Christian education, is in charge of the Saturday afternoon program on Christian living.

Children's meetings will be arranged by Mrs. Orville Beck, Sheboygan. The Rev. Verlin Wandrey, Gillett, is athletic director; Mrs. Allen Knoespel, Forest Junction, serves as camp nurse and the Rev. Clarence M. Knoespel, Lark, is office manager and registrar.

Swing Bridge May Open Wednesday

The S. Oneida street swing bridge will not be open to traffic until sometime Wednesday. Director of Public Works Edwin J. Duszynski, said this morning.

A drive shaft and bearing broke on the bridge Sunday morning when it was opened for a boat.

Earlier, it was thought the bridge would be back in operation today, but more of the bridge had to be dismantled than was expected, Duszynski said.

Street Closed

North Green Bay road from E. Washington to E. North street will be closed this week and part of next week for storm sewer installation. Public Works Engineer Henry Crowe said today.

Children's Story Hour

Miss Janet Meili, children's librarian, will tell "Breakneck Hill" and "Hinkeldink" at 2 o'clock Thursday afternoon during the public library's weekly story hour for children.

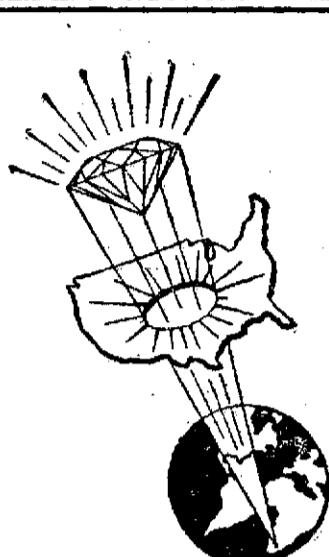
Appleton Post-Crescent 9
Tuesday, July 29, 1958

City Grants Permit For 147th New Home

A permit to build a 5-room house, with bath and attached garage, for an estimated \$17,000, has been issued to Lawrence Radloff by Building Inspector Walter Bogen. It is the 147th new home permit to be issued this year.

Adventure Club Trip

Members of the YMCA Adventure club are touring the Kieckhafer Motor plant, Wade house, stagecoach stop and ranger tower in Fond du Lac today. The group also will swim in Long lake and return this afternoon.



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SAVE \$40

on a beautiful new chrome dinette set
GET 7 PIECES
for less than the
regular price of
the 5-piece set

REGULARLY 89.95
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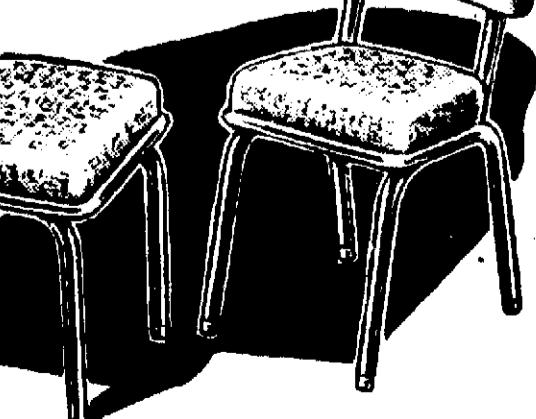
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and you get
2 extra chairs
worth \$20

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WITH PURCHASE
OF 5-PC. SET

**\$5
DOWN**



A SPECTACULAR VALUE, dinette furniture of nationally-famous quality and style, a \$20 saving in price and \$20 added value in extra chairs included.

★ **LARGE TABLE** has top of stainless plastic 36 x 48 inches, opens to 36 x 60 inches.

★ **CHAIRS** are sturdy and well-designed with comfortable contour backs and thick foam-rubber cushioning.

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Owner Takes Action to Halt Condemnation

Building Inspector Ordered to Appear In Circuit Court

Building Inspector Walter Bogan who earlier this month condemned his first house in 13 years on the job Monday was ordered to appear in circuit court Wednesday morning to show why he should not be stopped from having the building torn down.

Bogan condemned the vacant house of Claude A. Robbins, St. Paul, Minn., at 827 E. North street on July 2. The order requires razing of the house by Sept. 2.

Bogan said he was ready to

condemn the house last December, but gave Robbins six months to repair it and issued him a building permit. Robbins agreed at the time to complete internal and external repairs by June 20.

Some minor work was done, but the major portion was not accomplished, Bogan said. He then cancelled the building permit and issued the condemnation order.

To Show Cause

The court summons also asks Bogan to show why the building permit shouldn't be reinstated and a restraining order issued stopping him from further action.

Bogan said the house was boarded up, overgrown with weeds and falling apart in places. No repairs had been made in the six years it was vacant, he added. Neighbors complained about the appearance of the home.

Bogan said he already has spent \$1,000 in repairs, but hasn't been given enough time. He said Bogan was unreasonable and arbitrary in his action.

Taken to the hospital by Lindsay's Ambulance service, the boy was said to be fighting for his life today.

Miss Turbow told state police she was driving 55 to 60 miles an hour. Her statement was confirmed by her father, sister and brother, all of whom were passengers.

William Forkin, Chilton Doctor, Succumbs at 71

Dr. William P. Forkin, 71, Chilton, died at 9:30 Monday morning at Oshkosh after a long illness.

He was born Jan. 5, 1887, in Chilton, and lived there since his retirement several years ago. He maintained a practice as a psychiatrist in Chicago and Illinois mental institutions for many years.

Dr. Forkin served in the medical corps in World War I. He is a member of the American Legion and the Calumet County chapter of 40 et 8.

Funeral services will be at 9:30 Thursday morning at St. Augustine Catholic church, Chilton, with burial in the parish cemetery. Military rites will be conducted at the grave by the Grafford-Schmidkofler American Legion post of Chilton.

Friends may call at the Pfeiffer Funeral home, Chilton, after 3 o'clock Wednesday afternoon. A parish vigil will be held at 8 o'clock Wednesday evening.

There are no immediate survivors.

Birth Record

Appleton hospitals this morning reported the following births:

At St. Elizabeth:

Sons to: Mr. and Mrs. Robert Van Deurzen, 533 Van Buren street, Little Chute.

Mr. and Mrs. Donald Bieserveld, 303 E. Fremont street.

Mr. and Mrs. Eugene Freimuth, 1107 W. Franklin street.

Daughters to:

Mr. and Mrs. Robert Strelow, 802 E. John street.

Mr. and Mrs. Leonard Vandewyngaard, 335 S. Railroad street, Kimberly.

Mr. and Mrs. Paul Jansen, 204 Kimberly avenue, Kimberly.

Mr. and Mrs. Clem Weiss, 1218 E. Glendale avenue.

At Appleton Memorial:

Sons to: Mr. and Mrs. Robert Reeves, 1822 N. Harriman street.

Mr. and Mrs. Norman Kirk, 1501 E. Henry street.

Mr. and Mrs. Robert Roeder, 804 S. Memorial drive.

Daughters to:

Mr. and Mrs. Gerald Smith, 2424 S. Madison street.

Mr. and Mrs. Ronald Bolland, 523 E. Harrison street.

Mr. and Mrs. Patrick Judge, 1326 W. Prospect avenue.



Boy Critically Hurt by Auto

William Laux, 6, Struck by Car of 17-Year-Old Girl

A 6-year old boy is in critical condition today after he was hit by a car Monday evening.

William J. Laux, son of Mr. and Mrs. Jack Laux, route 3, Appleton, is in Appleton Memorial hospital with a fractured skull. He was hit by a car driven by Miss JoAnn Turbow, 17, 832 W. Winnebago street, about one-third of a mile west of N. Ballard road on Highway 41.

Miss Turbow told state police the boy apparently darted from the side of the road because she didn't see him until he was in the middle of the road directly in front of her car. The boy was thrown across the road by the impact. Police found his belt lying about six feet from his body.

Taken to the hospital by Lindsay's Ambulance service, the boy was said to be fighting for his life today.

Miss Turbow told state police she was driving 55 to 60 miles an hour. Her statement was confirmed by her father, sister and brother, all of whom were passengers.

GEENEN'S E.O.M. SALE

Continues Tomorrow

• Hundreds of Bargains Throughout the Store!

CANCER

Could Leave You with

All Bills

and

No Income

Don't let Cancer go unheeded. Take time for that examination. See Your Illinois Mutual Man about his Disability Income Coverage Plan today.

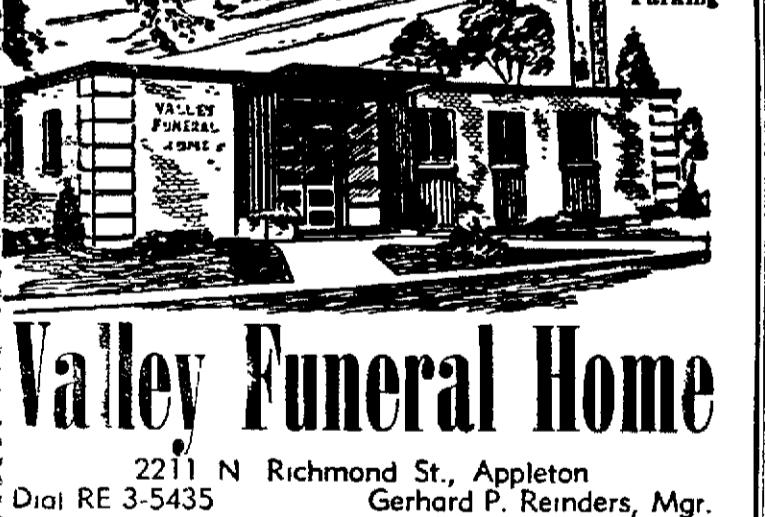
ARNOLD EVANS INSURANCE 211½ N. Appleton St. RE 4-1241 WE DELIVER

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(Formerly Illinois Mutual Casualty Company) Peoria, Ill.

For Sympathetic Service and Unfailing Efficiency...

FREE Off-Street Parking



Valley Funeral Home
2211 N. Richmond St., Appleton
Gerhard P. Reinders, Mgr.
Dial RE 3-5435

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- Smooth Sanded Straight Grain Millwork
- Weatherite - Wedge Type Track
- All Sizes & Styles at Equally Low Prices . . .

CALL FOR FREE ESTIMATE

A Real Buy

As Low As —

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Remodeling Door Openings

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QUALITY AND DURABILITY
ALUMINUM
DOORS and WINDOWS

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nicht
Supply Co.

Between E. Wis. Ave
& Hwy. 41 on French
Road, E. of City

Air Service In State Up 14.2 Per Cent

Addition of Appleton To Terminals Certain Sign More Ahead

Post-Crescent Madison Bureau

Madison — The addition of scheduled airline service at Outagamie County airport will boost Wisconsin total airline passenger figures, the state aeronautical commission said.

A 14.2 per cent increase in air terminal traffic was noted in 1957.

The commission said 476,728 passengers enplaned at state airports last year, with Milwaukee first, 328,000; Madison second, 56,215, and Green Bay third, 25,540.

Other counts, in order, were Oshkosh, 20,562; Wausau, 11,400; Beloit - Janesville, 7,797; Stevens Point, 5,849; LaCrosse, 5,725; Rhinelander, 5,532, and Eau Claire, 5,541.

Really More Traffic

The commission carefully explained that more passengers actually used airline service, but that some of them are credited to other sections because of the extensive use made of adjoining state terminals such as Chicago, Minneapolis and St. Paul, Duluth, Iron Mountain and Menominee.

Improved trunk service to Florida, plus a new route from Madison to Des Moines via Dubuque, and the addition of North Central service to Appleton, Ashland and Marshfield are certain to increase the number of passengers this year.

Land O'Lakes, in the center of Vilas county, is the smallest airline terminal in service in the United States and operates only as a seasonal secondary stop, but last year it showed a 41 per cent increase in traffic.

Appleton Man Bound Over After Hearing On Charge of Assault

Post-Crescent Oshkosh Bureau

Oshkosh — Clifford Bechard, 21, 733 W. Spencer street, Appleton, was bound over on a charge of assault with intent to commit rape after a preliminary hearing before Municipal Judge S. J. Luchsinger Monday afternoon. He was ordered to appear again at 1 o'clock Thursday morning.

Bechard was arrested on the complaint of a 48-year-old Appleton woman to whom he had given a ride last Tuesday night.

Safety Slogans

Make driving a skill
To avoid using a will.

—Bill Kramer, Hortonville High school.

TRAFFIC TOLL IN OUTACAMIE COUNTY SINCE JANUARY 1

AUTOMOBILE ACCIDENTS

1957	1958
665 ACCIDENTS	454
292 INJURED	182
9 KILLED	5

Around Home

An attendant at Thomson's service station, 911 W. College avenue, got the bird this morning when he opened the hood of a car belonging to William Karras, 1211 N. Richmond street.

There between the grill and the radiator was a live owl about a foot high.

Karras said he didn't know when the owl got in. He didn't remember hitting it and said his car had been parked at his Menasha restaurant most of the night.

After the humane society, fire department and police department refused to come to his aid, Karras called Walter Weber, dog officer, who extricated the owl—which by that time had died.

Aug. 27 Deadline To Register for September Primary

The deadline for voter registration for the September primary election is Aug. 27, City Clerk Elden Broehm, warned today.

Those who must register include persons not registered in Appleton before, those who failed to vote the last two years and those who moved to Appleton within the last 10 days, but have lived a year in the state.

Changes of address must be reported by persons who moved to another ward or to a new address within their ward. Persons who have changed names since last election also report.

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with each ad brought
in Wed. or Wed. Night
NO PURCHASE
NECESSARY!

Auto-Dine
Drive-In Restaurant

NOW!.. Wear the HEARING AID that hides itself!

Dahlberg MAGIC-EAR II
Improve your hearing without changing your appearance. Tiny (3/4oz.) MAGIC-EAR II hides snugly behind your ear. Nothing else to wear. It's all hidden at the ear!

COME IN! PHONE!

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MAIL COUPON FOR FREE HOME DEMONSTRATION OR LITERATURE Dahlberg Hearing Service

118 S. Appleton St. Appleton

I am interested in Dahlberg's 'Magic-Ear II' and would like (check one)

Home Demonstration Free Literature

NAME _____

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LOOK FOR THIS SIGN OF GOOD HEATING

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MARSTON'S Fuel KIDS[®]

Russian Orthodox Clergy Brought Christian Gospel to Alaskan Natives

BY TOM HENSHAW

Associated Press Religious Writer

"I present you," wrote Russian fur czar Grigor Shelikov to his lieutenant, Alexander Baranov, "with some guests who have been selected by order of the empress to spread the word of God in America."

The guests were eight Russian Orthodox clergymen and 10 lay servants selected by the Empress Catherine II at Shelikov's request to bring the Christian gospel to the heathen — and apostate traders — in Alaska.

Few missionaries have been subjected to the physical and mental anguish that was the lot of those who first brought the Christian word to the territory that is to become the 49th state.

The Russians who had preceded them viewed the newcomers with suspicion and outright hatred. The natives accepted Christianity eagerly and, just as eagerly, fell away when the nearest clerical back was turned.

Missionaries Not Welcome

The missionary party arrived in Alaska in August, 1794, aboard two ships crowded with supplies and prospective colonists. The supplies and colonists were welcomed. The missionaries were not.

Baranov, a lusty frontiersman who ran Alaska as his private preserve, looked upon them as meddlers to be thwarted by any method, fair or foul. Baranov knew most of the foul.

It wasn't long before the Archimandrite Abbot Joseph, leader of the mission party, was complaining to Shelikov that Baranov "continually sat in his house hatching mischief."

Natives Interested

"Since my arrival at this harbor," he wrote after 10 months in Alaska, "I have seen nothing but what seems to be in direct opposition to your kind intentions."

"The only thing that gives me satisfaction is that the na-

tives flock in from everywhere to become Christianized, but venal, draws a chilly picture of the Russians not only make no the arch enemy Baranov at the effort to help in the work of priest's last service before enlightenment but use every transferring to his last post on means to discourage them."

The archimandrite records that the first winter the missionaries were housed in leaky huts and forced to forage for food on the beaches, while Baranov and his men caroused in luxury.

Another member of the mis-

sionary party, one Father Ju-

venal, draws a chilly picture of the Russians not only make no the arch enemy Baranov at the effort to help in the work of priest's last service before enlightenment but use every transferring to his last post on means to discourage them."

"I could not help," he wrote, "but marvel at Alexander Alexsandrevitch Baranov who stood there and listened and crossed himself . . . and joined in the singing with the same hoarse voice with which he was shouting obscene songs the night before when I saw him in the midst of a drunken carousal with a woman in his lap."

Converted Chief

Sent inland as a 1-man mission to a native tribe, Father Juvenal soon made friends with, and converted, a native chief named Shakmut. Their close friendship was soon demonstrated.

"To my utter astonishment," wrote Father Juvenal in his diary, "Shakmut asked me last night to share the couch of one of his wives . . . God gave me grace to overcome my indignation and decline the offer in a friendly and dignified manner."

Father Juvenal's celibacy aroused the natives. But they tolerated it as long as he overlooked their polygamous habits. When he started preaching monogamy, Shakmut decided to teach him a friendly lesson and badgered him with temptation.

The natives regarded it as a huge practical joke. Father Juvenal's attitude could not be understood by their childlike minds. It annoyed them. Then it angered them.

Finally, one day, they fell upon him and stabbed him to death.

Explorer IV Sends Much Information on Radiation in Space

Washington — Premier Amintore Fanfani of Italy begins emergency Middle East talks with President Eisenhower today after two speeches before congress.

He has scheduled separate appearances before the senate and house in advance of a stag luncheon at the White House with Eisenhower.

The 5-foot 2-inch Fanfani, known in Italy as "the little dynamo," is reported ready to stress a combined European-American aid program as a means of easing the Middle East crisis.

Meanwhile has killed her father.

— "Oiwa dies an agonizing death and she holds a grudge against her husband to the end," the critic recites. "She becomes a ghost in order to revenge herself. Yoemon is killed in the last scene."

Cool enough?

Meanwhile has killed her father.

— "Oiwa (the heroine) has only recently given birth to her first child and is tricked into taking poison. She decides to visit the person who has given her the poison to voice her grievances.

"Before going out she sits before the mirror to comb her hair. To her horror her hair falls out as she puts her comb through it. Oiwa completely loses her mind when she sees her disfigured face and stabs herself to death. Just at that moment her half-starved baby is chewed to death by a giant rat."

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Population Count of Fox Cities 128,552

CONTINUED FROM PAGE 1
in 2-family apartments, .7 per cent in 3-family apartments, and .4 per cent in 4-family apartments.

Family Size

The resulting number of families is multiplied by 4.16, the average size family as shown by the survey. Eleven years of the buying habit study shows the average family size in the Fox Cities is larger than the U.S. of Wisconsin average.

The 4.16 average size indicated is used in determining the 1958 population estimate rather than the 3.64 average family size for Wisconsin determined by the 1950 census. (The 1950 Wisconsin average family factor is used by the Audit Bureau of Circulations, which set the 1956 Fox Cities population at 111,438.)

The survey uses three basic areas in determining buying habits and other information, including population. They are

Showers Soak Part of State

Lightning Causes Six Deaths in Other Sections of Nation

Heavy showers pelted sections of Wisconsin overnight as the tag end of a rain belt passed across the state.

Forecasters indicate light showers may be expected in some areas this afternoon and tonight, but generally pleasant summer temperatures will remain.

Lightning in other sections of the country accounted for at least six deaths. Four boys were killed in San Francisco Monday and two sailors in Norfolk, Va. Lightning shattered the steeple of the First Baptist church of Norfolk and rain flooded downtown areas.

The deadly electrical flashes on both coasts jabbed from a stormy pattern so pervasive that the weather bureau predicted shower or thunderstorm activity in 47 of the 48 states before Wednesday night. The likely exception, forecasters said, was North Dakota.

In Wisconsin

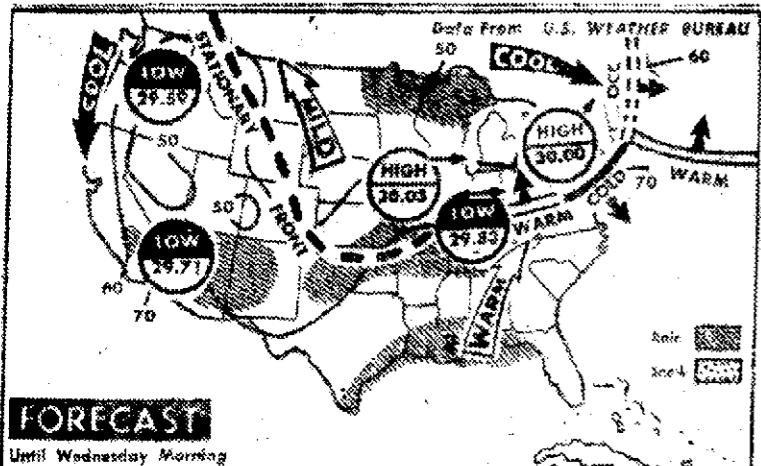
In Wisconsin, according to the Associated Press, Lake Geneva recorded more than a half inch of rain and Highland had one-third of an inch during the night. Heavy rain doused the Racine area at 8:30 this morning.

Temperatures were a little cooler early today compared with those of early Monday. Minimums ranged from 50 at Phillips to 66 at Madison. Maximums Monday were in the 70s and 80s, topped by 87 at Lake Geneva and Racine. Superior's 75 was the lowest reported.

The mercury soared to 111 degrees at Needles, Calif., Monday and slumped to 24 at Fraser, Colo., during the night.



Robert Sonkowsky, son of Mr. and Mrs. Paul Sonkowsky, route 2, Menasha, plays Robert E. Lee in "The Confederacy," a slyly patriotic drama at Virginia Beach, Va. Sonkowsky changed his name to Stanton for the production. His wife is the former Barbara Zierke, daughter of Mr. and Mrs. Victor Zierke, 810 E. Winnebago street.



Cooler Weather Is Forecast for New England tonight while a rising temperature trend should occur in Montana. Elsewhere little change of temperature is anticipated. There will be thunderstorm activity in various parts of the nation. (AP Wirephoto)

Barrymore Opposes Move to Reopen Estate

Los Angeles — Actor John Drew Barrymore is opposing a legal move to re-open his father's estate.

After John Barrymore's 1942 death his estate was finally closed, listed as insolvent. But Gordon Levoy, the estate's executor, is now petitioning for court appointment as administrator to reopen it.

Young John said that he was willing to drop his opposition to Levoy's petition if Levoy, an attorney, discloses his reasons for filing it. But Levoy would not discuss the case.

The young actor's attorney said that the estate may be entitled to some revenue from old Barrymore films now being shown on television.

To Place A Want-Ad
Dial 3-4411

Temperatures Around Nation

	L	H
Albany	76	80
Albuquerque	91	94
Atlanta	94	97
Bismarck	79	84
Chicago	84	86
Cleveland	85	86
Denver	87	90
Des Moines	87	90
Detroit	89	92
El Paso	70	73
Fort Worth	89	92
Indianapolis	84	87
Kansas City	83	87
Las Vegas	83	86
Memphis	88	92
Montgomery	89	92
Omaha	84	87
Portland	82	85
Seattle	83	87
Tampa	94	97
Washington	89	92

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Let us expertly cut and wave your hair into a style easy to tend after summer activities. Just a brush stroke needed.

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BEAUTY SHOP
225 E. College Ave.
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BETSY AND ME

That second year!! I'll never forget the day Farley learned to spell his first word!!



Witnesses Start Canvass Of New York

New York — Thousands of Jehovah's Witnesses go from house to house today to tell New Yorkers that a new world may be at hand.

The canvass was called for yesterday by Nathan H. Knorr, president of the Watch Tower Bible and Tract society, which is the Jehovah's Witnesses legal name.

Knorr told 151,003 Witnesses, packed into Yankee stadium and the Polo Grounds, that all the signs of Jehovah "portend that we are standing at the threshold of a peaceable, happy and life-giving new world." "This is the grandest news," he said, "although it means that we are living at the end of this worry-filled, problem-racked, insane, loveless old world."

Night Session

A night session Monday night attracted 133,283 persons to the two ball parks.

The Witnesses, who are in the third day today of their 8-day divine will international assembly, believe a battle between good and evil—Armageddon—is close at hand.

God's judgment against this world has escaped Christendom "with its more than 820 million professed Christians," Knorr said. Christendom, he added, will be destroyed.

The Jehovah's Witnesses' head stressed his group's position outside the stream of organized religion.

None of the major divisions of Christianity "or any of the other more than 1,000 religious sects" are derived from God, Knorr said.

Two More Deaths Hike Toll to 415

By The Associated Press

The deaths of a motorist and a boy pedestrian late Monday raised Wisconsin's 1958 traffic fatality toll to 415, compared with 456 on this date last year.

Anthony Narewski, 9, Milwaukee, was injured fatally Monday afternoon when struck by a car after he ran into the street near his home. The driver of the auto was not held.

Robert G. Keenan, 44, Babcock, Wis., was thrown from his auto and crushed to death by the machine when it overturned near the intersection of Highways 100 and 74 in northwestern Milwaukee county Monday night. Sheriff's deputies said the car and the dead man lay 150 feet from the road, which bore marks indicating the car skidded more than 100 feet.

Give Control of Money To Margaret O'Brien

Los Angeles — One-time child star Margaret O'Brien, now 21, has been given legal control of her \$152,459.92 savings.

The money has been administered by her mother, Mrs. Gladys O'Brien, who submitted her final accounting of guardianship Monday to the superior court.

Miss O'Brien, a veteran of 14 years as an actress, was

earning \$150,000 a year not long after her first role — the reading of the Gettysburg address in a government short with Jimmy Cagney during World War II.

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Miss Helen McGrath, second from right, was named president of the new St. Elizabeth hospital auxiliary Monday afternoon at an organizational meeting in the hospital staff room. She planned future projects with three other new officers, Mrs. Gustave Keller, corresponding secretary, left; Miss Margaret Walsh, recording secretary, second from left; and Mrs. Gus A. Zuehlke, treasurer, right. Mrs. R. V. Landis, not shown, was elected vice-president. All reside in Appleton.

Organize Hospital Auxiliary.

Miss Helen McGrath President of New St. Elizabeth Unit

Miss Helen McGrath was named president of the new St. Elizabeth hospital auxiliary Monday afternoon when a group of 100 area women gathered for an organizational meeting in the staff room of the hospital. She will serve in her capacity for one year, with Miss McGrath assuming her duties immediately at Monday's session.

Others elected and installed with Miss McGrath were Mrs. R. V. Landis, vice-president; Miss Margaret Walsh, recording secretary; Mrs. Gustave Keller, corresponding secretary; and Mrs. Gus A. Zuehlke, treasurer. They will also hold office for one-year terms.

Non-Sectarian Unit

The new auxiliary is composed of and open to all area women interested in furthering the aims of the non-sectarian service organization. Its purposes are three-fold: to provide service "extras" for both patients and visitors; to raise funds for special needs, and to strengthen understanding of hospital aims between the institution and the community.

Presiding as temporary chairman at the meeting was Mrs. Herbert J. Becker, R.N., head nurse in obstetrics at St. Elizabeth hospital. Sister M. Satome, hospital administrator, welcomed the assembly and Sister M. Laurissa, assistant administrator, served as temporary secretary and read minutes of an earlier preliminary planning meeting.

Guest Speakers

Guest speakers were Mrs. LeRoy Stohman, president of the Appleton Memorial hospital auxiliary, and Mrs. Frederick A. Luedtke, state advisory leader for Wisconsin hospital auxiliaries. Mrs. Stohman reviewed the operations of the auxiliary which she heads, and discussed the projects of the 4-year-old unit which was born July 28, 1954. Mrs. Luedtke spoke briefly, encouraging the women in their new program.

Slate of officers was presented by Mrs. Harry Long, chairman of the nominating committee, and bylaws charting the organization of the new auxiliary were submitted by Mrs. Walter Giffin of the bylaws committee.

Set-up includes the election of officers to 1-year terms, and the establishment of nine standing committees, with committee chairmen and officers to comprise the auxiliary's board of directors. Sister Salome will represent the hospital administration as an ex-officio board member.

4 General Meetings

Auxiliary members will gather four times yearly for general meetings, with the first meeting slated in October at the hospital staff room. An annual meeting will be held in March, with business to include the election of officers and the filing of annual reports.

Board members will assemble each month at the staff room, with the first meeting slated in August. Action will include the naming of chairmen appointments for the unit's nine standing committees.

Memberships in the service group have been divided into three main categories: active,

Mrs. Robert Hartjes President of VFW Unit on Okinawa

Mrs. Robert C. Hartjes, formerly of Appleton, was installed recently as president of the women's auxiliary to the Veterans of Foreign Wars post 9723, Okinawa, Ryukyu Islands. She is the wife of Sgt. Robert C. Hartjes, who is stationed with the air force on Okinawa. He is the son of Mr. and Mrs. Dewey Hartjes, Little Chute.

Mrs. Hartjes, the former Mary Jane Ver Voort, daughter of Mr. and Mrs. Peter Ver Voort, 4237 E. Wisconsin avenue, and her husband expect to return to the United States in 1959, after spending over two years in the Orient.

Helen Griesbach Engaged to Wed R. J. Francard

Mr. and Mrs. Henry Griesbach, Greenville, have announced the engagement of their daughter, Helen Jean, to Robert J. Francard. He is the son of Mr. Edward Francard, Neenah.

Miss Griesbach is a graduate of St. Mary High school, Menasha. Her fiance, graduate of Neenah High school, served four years in the air force.

Both young people are employed at the Marathon division of the American Can company, Menasha.

The couple has not set a wedding date.

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The Jewelry you buy is only as good

as the store and service behind it.



Organization of the New non-sectarian service unit was discussed by a trio after the meeting, including from left, Mrs. James Bergstrom, Neenah, Mrs. LeRoy Stohman, Appleton, and Mrs. Frederick A. Luedtke, Milwaukee. Mrs. Stohman, president of the Appleton Memorial hospital auxiliary, and Mrs. Luedtke, state advisory leader for Wisconsin hospital auxiliaries, were guest speakers at the session.

Woman Honored at Pink, Blue Shower

Mrs. Ronald Kippenhan, 721

N. Morrison street, was guest

of honor at a pink and blue

baby shower last Tuesday eve-

ning at the home of Mrs. Em-

ery F. Krueger, route 1, Apple-

ton.

Guests included the Mmes.

George Stutz, George Narovec,

George George and Becker,

Sister M. Salome, and Becker,

Sister M. Laurissa, and Becker,

Local "Rembrandts" Win In Sidewalk Art Show



BY SUSAN DILDAY
Post-Crescent Staff Writer

Maurice Lewis, Appleton, won first place, best of show award, for his oil painting, "Full Moon," in the fourth annual Sidewalk Art show in Wautoma city park over the weekend.

Miss Dorothy Rappel, Appleton, won a merit prize for her water color, New Orleans Series No. 1 (Pirate's Alley), and Miss Phyllis Davidson, Appleton, won an honorable mention for her oil painting, "Pine Lake."

Lewis, southern division gas manager for the Wisconsin Michigan Power company, also received honorable mention for an oil knife painting, "Old Willows." The first place entry brought him a blue ribbon and a cash prize.

There were 197 entries on exhibit from central and northeastern Wisconsin amateur artists.

Lewis, who refers to himself as a general hobbyist, began to paint about five years ago while recuperating from an illness. He was looking for a hobby not too strenuous, something relaxing.

Has Many Hobbies

Among his hobbies is music. He is best known for his direction of the early Masonic lodge minstrel shows and later, the Barbershop society's minstrels. He sang in the Barbershop chorus and was a member of the Four Keynotes quartet which was an international contest finalist.

"I've been a bee keeper, a gardener and a stamp collector, but painting is my most recent endeavor," he said.

A neighbor woman brought him some tubes of paints five years ago and he began his artistic career.

"I had done some sketching prior to my painting days, but I only called it doodling. However, the pencil sketches were usually of seascapes or landscapes, which I now do in oils," he remarked.

Early Morning Painter
Mr. Lewis has a studio in the basement of his house, and often paints in the mornings before he goes to work. He gets up at 5:30 in the morning, and considers this the best time to work.

Although Lewis has no formal training, he did attend a Tuesday evening art class at the Worcester Art center, under the direction of Tom Dietrich, artist in residence. People who attend the class study the technique of drawing the human figure.

"I rarely paint human subjects or do a portrait, such as we did at the art center, except for practice," commented the artist, "since my main love is the landscape and still life subjects."

Answer: It is entirely proper to rest your left hand against the edge of the table. To sit for any length of time with your hand in your lap gives the appearance of a crippled left arm.

Place for Left Hand
Dear Mrs. Post: Will you please tell me the correct position of the left hand while eating? A friend of mine says it is correct to rest it on the table and I say it should always be in the lap when not in use. Will you settle this difference?

Answer: It is entirely proper to rest your left hand against the edge of the table. To sit for any length of time with your hand in your lap gives the appearance of a crippled left arm.

Robert Ristau
Named Head of Professional Unit

Robert Ristau, a former resident of Appleton and a 1946 graduate of Appleton High school, has been elected president of Alpha Eta chapter of Delta Pi Epsilon at the University of Wisconsin. The group is a national honorary professional graduate fraternity in business education.

Mr. Ristau is head of the business education department and curriculum coordinator for the Monona Grove High school, Madison. He received his bachelor of business administration degree in 1951 from the UW, graduating with honors, and was granted his master of science degree in education from the UW in 1957.

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Miss Dorothy Rappel, 602 E. Eldorado street, left, received a merit award for her watercolor, "New Orleans Series No. 1 (Pirate's Alley)", in the Rural Rembrandts' sidewalk art show last weekend. Miss Phyllis Davidson, 1200 Jardin court, right, won an honorable mention for her oil painting, "Pine Lake". Judge for the event was Norman E. Keats, Wisconsin State college, Stevens Point.

he found unusual and interesting.

His painting, "Full Moon," incorporated a sketch of a house he saw at Pelican lake. It looked as though the owner made additions to it, without considering scale or levels. He used the sketch, put it in a different scene and developed his conception of the mood a full moon creates.

Amateur Art Show
"Full Moon" was the first entry Lewis ever made in a show where prizes were awarded. He described this show, sponsored by the Rural Rembrandts, as strictly for the amateur painter. It is held each summer by the Wautoma Art club. Paintings are put on racks in City park and then taken to the library for the final judging.

Any amateur can enter four original works and pay small entrance fee, he continued. This year the paintings were judged by Norman Keats, Wisconsin State college, Stevens Point. Crafts, ceramics and wood sculpture also were on exhibition.

This amateur artist also has exhibited in the Lawrence college non-jury show for local artists and at the Valley Arts exhibit at Valley Fair shopping center. "Full Moon" will be on exhibit in the Athearn hotel, Oshkosh, during September.

Lewis plans to enter his work in the state fair competition in August, a show in which only 200 of 1,400 paintings submitted will be used.

Other Art Groups
"I'm also a member of the Valley Artists organization," he mentioned. "They keep area

Lewis explained he paints entirely from memory and his artists in touch with exhibits imagination, with the aid of being held in the locale, they sketches he has made of scenes have connections with other

scenes. The oil paintings she and after that the defenders do are mostly landscapes, could simply stand pat and defeat the slam contract. The fact that South could and did successfully finesse in diamonds

was of no great consequence—that suit would have had to break 3-3 to let South get rid of dummy's losing spade.

It is plain enough that a slam on these particular North-South cards was far from ideal—but that very fact brings us back to our theme, which is: North should have been either more conservative or more strategic. Once he had made the honest club bid, he should have eased up and not insisted on a slam.

If North was intent on driving, come what might, he

Culbertson on Bridge

By Ely Culbertson

Quite aside from the multitudinous methods of slam bidding, there are two broad philosophies that apply to this field. One is to be as accurate as possible, exchanging full and specific information with partner, even at the expense of letting the enemy listen in; while the other philosophy is to be reasonably sound but not too honest.

Players who go in for the latter technique, at least occasionally, argue (with considerable truth) that slam-zone hands usually depend on the opening lead, and they see no reason to tell the leader which suit-selection will beat the slam.

Let's look at a pertinent deal from a rubber game:

South, dealer.

Neither side vulnerable.

NORTH

S-A 9

H-K J 9 8

D-K 5 4

C-A J 10 6

WEST

S-Q 8 6 5

H-7 4 2

D-10 3

C-Q 9 5 4

SOUTH

S-J 7

H-A Q 10 6 5

D-A J 7 2

C-8 2

EAST

S-K 10 4 3 2

H-3

D-Q 9 8 6

C-K 7 3

should have made the fancy but strategic response of one spade.

Consider: West evidently was going to lead the unbid suit, whatever it was, and it did not require clairvoyance on North's part to assume that a club lead would give his partner greater maneuverability than a spade lead. Note that the slam would have been there on the club lead.

The foregoing is not a pitch for tricky bidding; it is simply an observation that if you bid honestly you must also bid accurately and even conservatively.

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Please call us at 3-1071 or leave your name at any of our SEVEN STORES and one of us will see you for detailed arrangements. Thank You!

Ben, Bill, and Rudy Cherkasky

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Free Installation!

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WE ARE DISPOSING
OF OUR ENTIRE STOCK
OF BIGELOW SANFORD
CARPETS AND RUGS...
PLUS OUR MILWAUKEE
DISTRIBUTOR STOCKS AT

Unheard-of LOW PRICES!

The Combined Inventories are in excess of a Half Million Dollars . . . and now WE PASS THE SAVINGS ON TO YOU! Now is your opportunity to buy your Carpets and Rugs at Drastic Reductions!

Bigelow Sanford has ordered all stocks liquidated. The BIG PUSH is on! This means SENSATIONAL SAVINGS FOR YOU! The Carpet Shop feels they literally stole this Carpeting and are offering you savings that would never have been possible under normal conditions.

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Stop in and learn the difference
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Decorative Carpets are included in this sale at \$11.50
and up at savings of \$4.00 and more per yard.



Neenah Players Will Produce 'The Drunkard'

Cast for 3-Act Melodrama Listed; Runs Three Days

Neenah — The Riverside Players' third production of the summer, "The Drunkard", will be presented at the Riverside park pavilion on Thursday, Friday and Saturday. Director Ken Anderson announced today.

Mrs. Clarence Bredendick will assist Anderson in the recreation department sponsored production and also will take the part of Grandmother Wilson in the 3-act melodrama. She has a master's degree in speech from the University of Wisconsin and has had experience in college and community theaters.

Playing her daughter, Mary Wilson, will be Roberta "Bobby" Gruetzmam who is well-known in the area for her musical accomplishments.

Edward Middleton, the unfortunate hero of the play, is enacted by Gordon Harper, who is a recent graduate of DePauw University and has had dramatic experience with the Neenah High School Thespians.

Villainous Lawyer
The villainous Lawyer Cribbs is portrayed by Howard Aderhold, who will be remembered for his performance in last summer's melodrama, "Ten Nights in a Bar-Room". Edward Middleton's brother-in-law is played by Gordon Mortensen who has played many roles with the Riverside Players.

Other actors include Nancy Bredendick who plays the spinner, Miss Spindle; Ken Bredendick, farmer Stevens; Len Gashel, farmer Gales; Bob Campbell, Arden Rencelaw the noble philanthropist; Jack Bognard, bank messenger; Jerry Schultz, landlord.

Dave Loyd, Old Johnson; Steve King, the policeman; Bob Bredendick, messenger boy; Terry Tutturp and Joel Garlock, as two loafers; and Nancy Ballard as Bill Dowton's temporarily crazed sister.

Musical background and piano accompaniment will be provided by Fred Weight and Jamie Croy. Featured singers include Diana Lintner, Judith Van Alstine, Gordy Mortensen and Bob Gruetzmam.

Tickets can be purchased at the recreation building, and from members of the cast. Prices are 75 cents for adults and 40 cents for children.

C of C Secretary At Retail Seminar

Neenah — John Konrad, secretary of the Neenah-Menasha Chamber of Commerce, is attending a meeting of the planning committee of retail seminars at Madison. The program is sponsored by the University of Wisconsin extension division.

Object of the seminar is to develop a quality program for managers and owners of retail stores in Wisconsin and northern Illinois. A similar meeting was held at Milwaukee last year and was attended by several Twin City merchants.



Construction Is Underway for the \$300,000 addition to Spring Road school in the town of Menasha. The upper picture shows the previous addition completed several years ago at the rear while the lower picture shows workmen finishing the footings where the new addition will join the original school. The district which serves the west side of the town of Menasha hopes the 10-room addition may be completed by late this year. (Post-Crescent Photo)

Oliver Hoppe Wins Brigade Camp Shield

Oneida Tribe Takes Honors in Older Boys Session at Onaway Last Week

Neenah — Oliver Hoppe won the camp shield for the older boys camp of the Boys' Brigade last week at Camp Onaway. The younger boys camp is being held this week.

The Oneidas took first place for the week in the various events by scoring 4,928 points. Trailing them were the Winnebagos with 4,801 points. Blackfeet with 4,748 points and Menominees with 4,136 points.

Tent 16 was designated as the first place tent. In it were Jerry Erdman as sergeant, Chuck Sheppard, Steve Hildebrand, Dave Burton, Alex Millar and Bruce Sensiba in doubles. Peter Millar took the shuffleboard title with 4,136 points and Menominees with 0-3.

Named as camp "O" winners were Fred Kruester, Dave Bruehnen, Norman Breitrich, Tom Nyman, Dave Hanson, Tom Steffen, Bill Kuehl, John Severson, Steve Price, Robin Graebner, Tom Steinmetz, Bruce Sensiba, Jon Erdman, Leo Nickasch, Oliver Hoppe, Peter Millar, Tom Mott, Peter Koerwitz, Dick Dwellie, Steve Stilp, Steve Lanzer, Mowry Stilp, Tom Leopold, Jerry Erdman, Steve Hildebrand, Dave Burton, Alex Millar, Roger Zimmerman, Mitch Miller and Steve Clark.

Swim Meet
Swimming meet winners were Bill Kuehl in breaststroke, Robin Graebner in backstroke, Forrest Hyde in free style and Ronnie Schriber in diving.

Winners in the track meet were Stuart Scherwin for the baseball throw, Tom Smith for the hop, skip and jump, Mowry Stilp for the shot put and Steve Stilp for the broadjump. Don Althaus won the table tennis singles and together with Bill Kuehl won the doubles.

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On Hwy 47 Between Menasha & Appleton Ph. 4-2037

PLATFORM ROCKER

Price Includes:

★ Fabric

★ Repair Frame

★ Springs Tied

★ Finish Touched Up

★ Free Pickup and Delivery Anywhere

On Hwy 47 Between Menasha & Appleton Ph. 4-2037

Indian Raid To be Depicted By Show Wagon

Battle of Ravens Will be Staged At Garfield Park

Menasha — "The Battle of the Ravens," an episode in the early history of Menasha, will be depicted at 7 o'clock Wednesday evening at the Garfield park show-wagon.

Sharon Koerner will narrate the story concerning the Fox Indians who were deserted by their friends in the Winnebago tribe in 1729. The Fox braves planned to avenge themselves for this betrayal and killing of many of their tribe members. They set out to attack the Winnebagos who had expected an onslaught and had fled their village.

When the Winnebagos returned to their village in the spring of the same year, they unexpectedly found it as they had left it and the Fox tribe had disappeared. The Fox Indians camped on Dende island, now the Garfield avenue area.

Cast Members

Cast as Indians in the historic drama are Carol Becher, Debbie Le Gault, Jackie Baraczyk, Danny Jahnke, Geraldine Jahnke, Butch Basler, Carol Baraczyk, Connie Koerner, Diane Jahnke, Albin Baraczyk and Gloria and Sherry Basler.

Others are Dorothy Jahnke, Mark Koerner, Mickey Meyer, Chrisy Noler, Joe Springer, Ronnie Springer, Ed Gilbert, Bev Taves, Randy Noler, Kathy McQuillan, Sally Kopitzke, Jack Taves, Earl Hoffe, Kenny Springer, Ann De Wall, Cecelia Petersen and Sharon Gawlick.

Special acts will include acrobatic antics by Sandra Gawlick, Carol Becher, and Jackie Baraczyk; a baton act by Carol Becher, Debbie Le Gault, and Cecelia Petersen, and a trumpet solo by Richard Grant.

Johanna and William Hedges will give a clarinet and coronet duet.

County Bar Units Schedule Joint Picnic, Ball Game

Neenah — Golf and softball are slated activities for the joint picnic of the Winnebago and Calumet County Bar associations scheduled for 4 o'clock Tuesday afternoon, Aug. 5, at Stroebe's island. A picnic dinner will be served following the afternoon events.

William Crane will captain a softball team from Oshkosh which will meet with William R. Giese's players. Judge S. J. Luchsinger of Oshkosh will supervise game rule enforcement and Walter Patri has been appointed official scorer. Neenah's Mayor Chester Bell will pitch the first ball.

Twin City Births

Neenah — Theda Clark hospital today reported the following births:

Daughters to:

Mr. and Mrs. Alvin Thums, 220 John street, Neenah.

Mr. and Mrs. Ronald Evenson, route 1, Larsen.

Mr. and Mrs. Donald Mahoney, 935 Jefferson street, Neenah.

A daughter was born Saturday in Madison to Mr. and Mrs. John Schafgen. She is a bachelor of divinity degree, daughter of Mr. and Mrs. Marvin Mathison, Neenah, and Mrs. Amanda Nolenberg, New London.

Twin City Deaths

Mathison Infant

Neenah — Funeral services were held at 9 o'clock this morning at the Westgor Funeral home for the infant son of Mr. and Mrs. Robert Mathison, 137 Douglas street.

The Methodist minister, who has had articles published in a number of church magazines, also served at St. John church and was assistant pastor of First Methodist church, both of Milwaukee, and was student pastor of Cudahy Methodist church.

He was born in Salt Lake City, Utah, on Dec. 27, 1918, and graduated from the University of Utah with a degree in law in 1941. In 1944, he received a

degree from the Garrett Biblical Institute at Northwestem university.

Twin City Births

Approved in Neenah

Neenah — Home permits Nos. 102 and 109 were issued to Redlin builders on Monday by Building Inspector Carlton.

Each of the three duplex homes Noffke will erect will cost \$10,000. They will be put up at 612, 616 and 620 Ninth street, Menasha.

Two More Homes

Approved in Neenah

Neenah — Home permits Nos. 102 and 109 were issued to Redlin builders on Monday by Building Inspector Carlton.

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Talent Event Part of Annual Park Program

Pet, Hobby Show Aug. 10 Features Detroit Dog Act

Neenah — An amateur talent show featuring acts from Neenah playgrounds will be included in the program of the twenty-seventh annual pet and hobby show scheduled for Sunday, Aug. 10, at Riverside park. The talent show will begin at 7 o'clock in the evening.

A special event of the evening will be the appearance of Policeman Edison Storing and his performing dogs of Detroit. Storing has as his chief performer Safety Girl, a 12 year-old Doberman Pinscher. The policeman and his dogs have achieved tremendous advances in the teaching of safety to children, by means of the performing canines.

Pantomiming the record "Lollipop" will be Nancy Burr, Janey Burr, Marianne George and Jean Healy representing Green playground. Becky Seewall will recite a poem to represent Cook playground.

Children from Laudan playground who will pantomime the record "I'm a Lonely Little Petunia in an Onion Patch" are Ruthie Andrews, Pat Solomon, Jean Hildebrand, Karla Brill, Wendy Spafford, Barbara Gollnow, Russ Andrews, Kathy Hendrickson, and Rita Asmus.

Synchronized acrobats from Hoover playground will be Barbara Gmeiner, Julie Gmeiner, Barbara Piekarz, and Carol Piekarz. Judy Steinke and her trick dog Duke will perform, representing Second ward park.

Complete Training

Menasha — Carlton Hogue and George Endres, assistant scoutmasters of Boy Scout Troop 3 have returned from Boulder Junction, where they completed eight days of wood badge training.

Auto Driven by School Official Involved in Crash

Post-Crescent Oshkosh Bureau

Oshkosh — Two cars and two trucks were damaged in accidents Monday but no injuries were reported in either of the accidents. Supt. of Schools Harold B. Mennes of Neenah was involved in one of the accidents.

County police said that the car of Mennes, 649 Oak street, Neenah, and a car driven by James J. Van Roy, Omaha, Neb., were involved in a line of traffic crash on Highway 26 at the Highway 41 intersection at 12:20 Monday afternoon.

Both cars were headed northeast with the Van Roy car in front. Supt. Mennes said that both cars had started up from the arterial while he was checking for the approach of traffic on Highway 41. He said he did not see the Van Roy car stop ahead of him. His car struck the rear of the Van Roy car.

Trucks driven by Reginald W. Baldwin, 928 Second street, Menasha, and Bernhard E. Johnson, 318½ Appleton street, to pace the Summer Suzy's Appleton, were damaged in a women's bowling league Monday collision on Highway 47 in the day evening at Lakewood Lanes. She also collected a 208 count.

Verna Drucks posted the runnerup 541 series, including games of 188 and 182. "Bobbie" Buksyk had the second best 22 game and finished with a 494 threesome.

Eleanora Bietler rolled 191-178-496, Jerry Erb 187-477, Marion Brown 494 and Betty Saenger 187.

Millies collected a 709 game and Millies had a 1,956 series for the peak team totals. Lollies lead with a 16-5 record. Dollies have 13-8 for second place and Billies are third with 11-10.

Three other city doubles tournaments are scheduled this week. The girls 15 and under meet will be played at 9 o'clock Friday morning at the high school courts and the boys 15 and under meet is scheduled for the same time at Doty park.

The annual men's doubles meet will begin at 1 o'clock Saturday afternoon at the high school courts.

Tuesday, July 29, 1958 Appleton Post-Crescent 18

Freezing Peaches Helps Retain Color, Fresh Flavor Better Than Other Methods

Oshkosh — The natural color, fresh flavor and nutritive value of fruits are better retained by freezing than any other method of home food preservation. Preservation of peaches, which are coming on the market in more abundant quantities, through freezing, canning, jellies and jams, has been listed by Miss Lois Klusmeyer, county home agent, in a series on food preservation.

The quality of frozen peaches is affected by the stage of ripeness. Select firm, ripe peaches with no green color in the skin. Sort, wash, pit and peel. All peaches require washing in cold water, but wash a few at a time to save undue handling.

To retain the golden color of peaches, use one-half teaspoon of ascorbic acid for each quart of syrup. Ascorbic acid or ascorbic acid mixtures can be purchased at locker plants or drug stores and are either in crystalline or powdered form.

Syrup Pack

For a syrup pack, use a 40 per cent syrup, using three cups sugar, four cups water, which will yield five and one-half cups syrup. Dissolve the sugar in cold or hot water, but cool the syrup if hot water is used. Syrup may be made the day before and stored in the refrigerator.

Slice or halve the peaches into a container, adding the cold syrup directly over the fruit. Pack the fruit gently and check to see the syrup covers the fruit so the top pieces will not change in color and flavor. Allow one-half inch head space at the top, then seal and freeze.

Sugar Pack

If the sugar pack is used, select one and one-third pounds prepared fruit, then add two-thirds cup of sugar and mix well. Sprinkle ascorbic acid dissolved in water over the peaches before adding sugar. Use one-fourth teaspoon ascorbic acid in one-fourth cup cold water to each quart of fruit. Pack into containers leaving head space.

For crushed or puree of peaches, loosen skins by dipping peaches in boiling water one-half to one minute. Cool in cold water, remove skins and pit. Crush peaches coarsely. For puree, press through a sieve or heat pitted peaches four minutes in just enough water to prevent scorching and then press through a sieve.

With each quart of crushed or puree peaches, mix one cup sugar. Add one-eighth teaspoon ascorbic acid for each quart of fruit and pack into containers. Seal and freeze.

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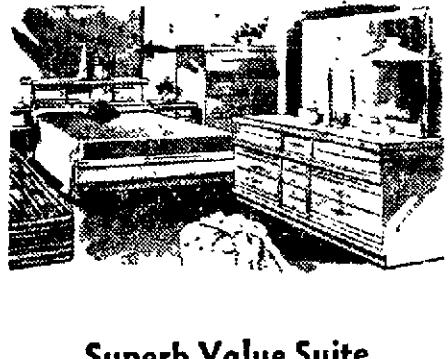
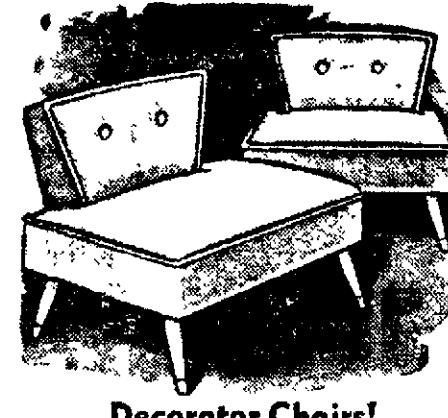
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389.50	Cherry French Provincial Double Dresser - Chest & Bookcase Bed \$329.50
299.50	RANCH OAK DOUBLE DRESSER - CHEST & BOOKCASE BED \$259.50
279.50	CURVED NYLON SECTIONAL SOFA - Beige \$239.50
299.50	2 PIECE MOHAIR LIVING ROOM SUITE \$239.50
299.50	2 PIECE MOHAIR LIVING ROOM SUITE \$219.50
269.50	2 PIECE NYLON LIVING ROOM SUITE \$244.50



12.95 Yd. Beige Wilton	CARPET 12 x 17/3 \$8.95 Sq. Yd.
8.95 Yd.	Axminster Carpet 12x12/3 \$5.95 Sq. Yd.
8.95 Yd.	Axminster Carpet 12x18/5 \$5.95 Sq. Yd.
10.50 Yd.	Tweed Carpet 12 x 14/9 \$7.95 Sq. Yd.
13.95 Yd.	Wool Axminster 12 x 16/6 \$9.95 Sq. Yd.
13.95 Yd.	Wool Axminster 9 x 29/6 \$7.95 Sq. Yd.
13.95 Yd.	Wool Tweed Carpet 12x12/9 \$9.95 Sq. Yd.
13.50 Wool	Wilton Carpet 15 x 14 \$8.95 Sq. Yd.
Reg. 12.95	27 x 54 RUGS \$2.95 Ea.
	18 x 27 CARPET SAMPLES 50c Ea.



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Neenah

Pair Is Wed At Oshkosh

Oshkosh — Miss Mary Jane Cornelius, daughter of Mr. and Mrs. Perry W. Cornelius, 1104 Winnebago avenue, and John L. Congdon, son of Mr. and Mrs. John I. Congdon, 832 Winnebago avenue, exchanged nuptial vows Saturday afternoon at the First Congregational church.

Dr. Nels F. Nordstrom performed the rites and Mrs. Nordstrom sang "I Love Thee" and "The Lord's Prayer." Maid of honor for her sister was Miss Jean Cornelius, Madison, and Mrs. Garith Sternitske was bridal aide. Connie Laabs, New London, was flower girl and ring bearer was David Laabs, also of New London.

Dale Lyndahl, Green Bay, served Mr. Congdon as best man and Garith Sternitske was groomsmen. Guests were shown to their places by Bruce Maddy and Gary Rewalt, both of Oshkosh.

After a wedding reception in the church parlors the newlyweds left for a Canadian trip. They will live at Woodruff where the bride will teach a primary grade and the bridegroom will teach music in the elementary grades.

She is a graduate of New London High school and Oshkosh State college from which her husband also received his degree. He attended Oshkosh High school.

Church Members To Attend Camp

Neenah — Members of the Assembly of God church will attend the Church Bible camp at Waupaca at various times during the camp session which begins Sunday.

They are Mr. and Mrs. Herbert Bethke, Mr. and Mrs. Max Ross, Mr. and Mrs. Henry Ehlers and family, Mr. and Mrs. Elmer Ehike, Mrs. Gust Hightdudis, Mr. and Mrs. Gilbert Stielow, Ray Zeh and the Rev. and Mrs. A. R. Portinga.

Menasha Man Has 75th Birthday

Neenah — Ludwig Hintz, 363 Eighth street, Menasha, observed his seventy-fifth birthday at a Sunday dinner at the home of his son and daughter-in-law Mr. and Mrs. Gerhard Hintz, 325 E. Franklin avenue.

Present were his sons, Sigismund and Erich and a daughter, Mrs. Carl Meiers, Menasha, and their families. Friends of Mr. Hintz from Fond du Lac and the Twin Cities also attended the celebration.

Get-Together Club Has Prize Winners

Neenah — Prize winners at the Monday evening meeting of the Get-Together club were Mrs. Harold Metz, Mrs. Leonard Koepke and Mrs. Hans Anderson. Mrs. Margaret Hass, 430 E. Columbian avenue, was the hostess.

Mrs. Harold Nooyen will entertain the club in August.

Marriage Licenses

Post-Crescent Oshkosh Bureau

Oshkosh — An application for a marriage license was filed in the office of County Clerk Nell Hoffmann by the following:

Robert J. Backman, 130 May street, Neenah, and Betty J. Schreiber, 211 Matthewson street, Menasha.

California Trip

Menasha — Mrs. Anna Kuehnle, 153 Main street, and Miss An-Geil and Lana Schliem, 211 Main street, returned Monday after spending the past month at the home of Mrs. Kuehnle's son, Robert, in San Francisco, Calif.



The First Reunion in 25 Years was held Saturday evening at the Columbus club, Appleton, by the St. Mary High school class of 1933. Shown at the banquet table in the upper picture, seated from left to right are the Rev. Joseph Becker, Sister M. Juliana, the only classmate to enter the convent, and Mrs. Mae Marcy, Modesto, Calif. Standing in the same order are Carl Rieschl, Hohokus, N. J., master of ceremonies, Mrs. Rieschl, Mrs. John Oberweiser, and John Oberweiser, who was elected class president. Looking at class pictures in the lower picture in the same order standing are Mr. and Mrs. Michael Kolosko and Mr. and Mrs. Harold Stingle and seated, Mr. and Mrs. Howard Anderson. (Post-Crescent Photos)

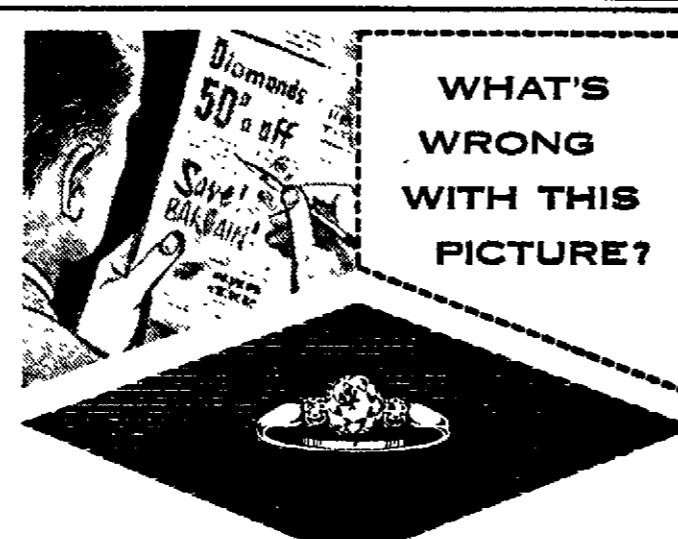


Theta Rho Girls Club Plans August Luncheon Project

Menasha — Bettina Theta Rho Girls club will hold a luncheon Aug. 27 at the Odd Fellows hall as a money-making project to finance the transportation to the state Theta Rho assembly to be held Oct. 4 at Mineral Point.

Serving on the luncheon committee are Judy Morris, Judy Welcome Strangers club at the Breitnick, Jan Radtke and Justine Mantor, Sharon Moore and Linda Driscoll are co-chairmen. Mrs. Lou Hylleberg. The club of the publicity committee and will hold another card event serving on the ticket committee are Linda Mollon, Mary

geline Dorn returned Monday after spending the past month at the home of Mrs. Kuehnle's son, Robert, in San Francisco, Calif.



This man is looking for a diamond "bargain" ... but shopping for "price" alone isn't the way to find it. For if you don't know diamonds, you have no way of telling if you are getting a true value or just an inferior diamond. You'll make a wiser diamond purchase if you first choose a jeweler with a record of reliability and proven experience. Then, select the diamond of your choice for whatever sum you have to spend.



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Former Teacher To be Honored

Neenah — Mrs. Dora Loker, Omro, a former teacher at the Vining school, will be honored at a picnic, Aug. 31, at Riverside park by her former students, their husbands, wives and children. The potluck picnic will begin at 11 o'clock that Sunday.

Reservations are due Aug. 25 with Mrs. Herman Meyer, 169 Gruenwald avenue.

Western Trip

Menasha — Four Menasha girls will leave this week for a nine day trip through western states and to the Black Hills. Misses Mary Baldwin, Mary Merkey, Judy Miller and Barbara Mix will leave by auto Saturday morning.

Homemaker Officers Will Plan Program

coming president is Mrs. Ronald Jepson.

The deadline date for the 1958 Winnebago county fair entries is Aug. 6, Miss Lois Klusmeyer, county home agent, has announced. Exhibits for 4-H members can be made only in the projects which they are taking.

*

The twenty-fifth anniversary of the Progressive Homemaker club will be celebrated at a picnic dinner at 12:30 Thursday afternoon at the Winnebago County park, Winneconne. The program will include recognition of charter members and community singing. A club history is being prepared by Mrs. Chester Smith and Mrs. Louis Jensen.

*

Neenah — Menasha chapter of the American Gold Star Mothers, Inc., will hold a picnic pot-luck supper at Jefferson park on Thursday evening. Members will play cards beginning at 4 o'clock with the supper to be served at 6 o'clock.

*

James Schavet Wins Two Music Trophies

Menasha — James Schavet, 736 Manitowoc street, received two trophies at the state music festival banquet held Sunday.

*

Appleton Post-Crescent 19
Tuesday, July 29, 1958



Mrs. Terrence Shaw Bassett before her marriage Saturday at St. Peter Catholic church in Oshkosh to Miss Daun Marie Van Akkeren, daughter of Mr. and Mrs. Ivar Van Akkeren, Oshkosh. Parents of the bridegroom are Mr. and Mrs. Forrest W. Bassett, Beloit, Wis. (Pechman Photo)

in the Crystal ballroom of the Schroeder hotel, Milwaukee. His awards were in the senior and student artist divisions. Last year Schavet won the grand trophy for the state music festival event.

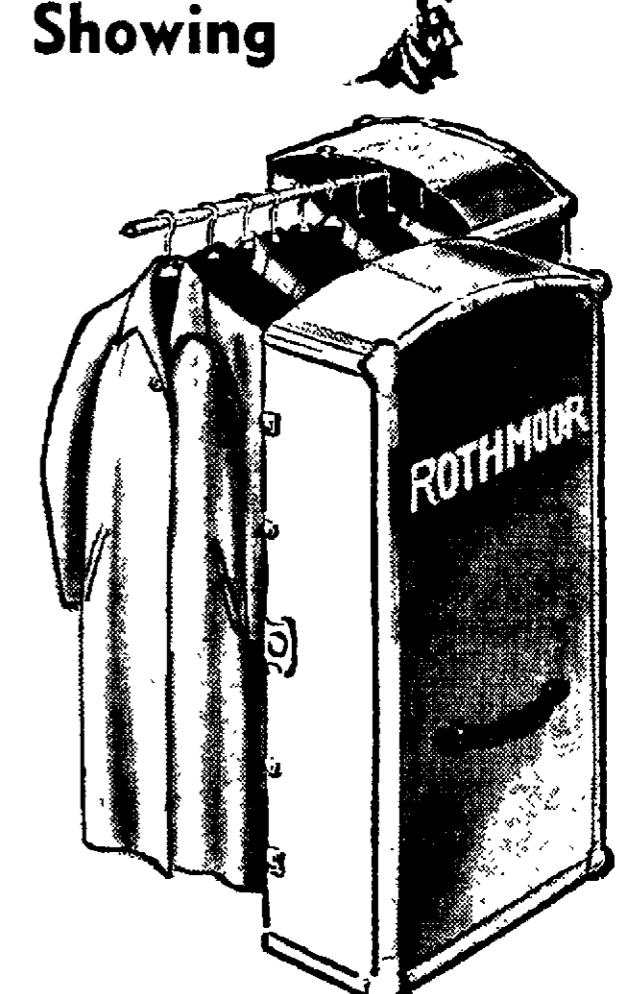
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Crossword Puzzle

ACROSS	26. Cubic meters	27. Jap. statesman	28. Severe	29. Alienate	30. Small creeks	31. Hardy	32. Worm	33. Metric measure	34. Particulars	35. Affixed postage	36. Biblical name	37. Handle	38. Humbugging talk	39. Pierce	40. Adjust the pitch	41. Medieval Italian family	42. Weird	43. English musician	44. Shelter	45. Compass point	46. Fr. pronoun	
1. Pleasant smell	4. Month of the year; abbr.	12. Anglo-Saxon king	13. Furnish with men again	14. Misery	15. Discolored places	17. Small creeks	19. Lacerated	20. Shallow vessel	22. Roman date	23. Episode	26. Play on words	28. Sioux Indian	29. Angry	33. Locomotive	1. Young soul	3. Thing	5. Alienate	7. Eke	9. Andes	11. Ondes	13. Best	
2. Cubic meters	3. State	5. Area	7. Toluca	9. Ovn	11. Rete	13. Erect	15. Arra	17. Onager	19. Seest	21. Erg	23. Law	25. Severe	27. Terete	29. Eke	31. Ind	33. Andes	35. Anodes	37. Pond	39. Esne	41. Lint	43. Molasses	
4. Pleasant smell	6. Month of the year; abbr.	8. Month of the year; abbr.	10. Furnish with men again	12. Misery	14. Discolored places	16. Small creeks	18. Lacerated	20. Shallow vessel	22. Roman date	23. Episode	26. Play on words	28. Sioux Indian	29. Angry	33. Locomotive	1. Young soul	3. Thing	5. Alienate	7. Eke	9. Andes	11. Ondes	13. Best	
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35. Ones	37. Alder	39. Knob	41. Sheep	43. Sheepfold	45. Male sheep	47. Prow	49. Playful struggle	51. Annoy	53. Insect	55. Corroded	56. Sea eagle	57. Honey	59. Gatherer	61. Musical study	63. Stain	65. Ancient chest for sacred utensils	67. To	69. Pond	71. Esne	73. Best	75. Gay	

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Solution of Yesterday's Puzzle

8. Supports for rotating shafts	11. Hardy	14. Heroine	17. Tavers	20. Metric	23. Measure	26. Solid	29. Radium	32. Seatin	35. Church	38. Faerie Queen	41. Took into custody	44. Gadget for Ike	47. Worm	50. Particulars	53. Affixed postage	56. Biblical name	59. Handle	62. Humbugging talk	65. Pierce	68. Adjust the pitch	71. Medieval	74. Italian family	77. Name	80. Handle	83. Humbugging talk	86. Pierce	89. Adjust the pitch	92. Medieval	95. Italian family	98. Name	101. Handle	104. Humbugging talk	107. Pierce	110. Adjust the pitch	113. Medieval	116. Italian family	119. Name	122. Handle	125. Humbugging talk	128. Pierce	131. Adjust the pitch	134. Medieval	137. Italian family	140. Name	143. Handle	146. Humbugging talk	149. Pierce	152. Adjust the pitch	155. Medieval	158. Italian family	161. Name	164. Handle	167. Humbugging talk	170. Pierce	173. Adjust the pitch	176. Medieval	179. Italian family	182. Name	185. Handle	188. Humbugging talk	191. Pierce	194. Adjust the pitch	197. Medieval	200. Italian family	203. Name	206. Handle	209. Humbugging talk	212. Pierce	215. Adjust the pitch	218. Medieval	221. Italian family	224. Name	227. Handle	230. Humbugging talk	233. Pierce	236. Adjust the pitch	239. Medieval	242. Italian family	245. Name	248. Handle	251. Humbugging talk	254. Pierce	257. Adjust the pitch	260. Medieval	263. Italian family	266. Name	269. Handle	272. Humbugging talk	275. Pierce	278. Adjust the pitch	281. Medieval	284. Italian family	287. Name	290. Handle	293. Humbugging talk	296. Pierce	299. Adjust the pitch	302. Medieval	305. Italian family	308. Name	311. Handle	314. Humbugging talk	317. Pierce	320. Adjust the pitch	323. Medieval	326. Italian family	329. Name	332. Handle	335. Humbugging talk	338. Pierce	341. Adjust the pitch	344. Medieval	347. Italian family	350. Name	353. Handle	356. Humbugging talk	359. Pierce	362. Adjust the pitch	365. Medieval	368. Italian family	371. Name	374. Handle	377. Humbugging talk	380. Pierce	383. Adjust the pitch	386. Medieval	389. Italian family	392. Name	395. Handle	398. Humbugging talk	401. Pierce	404. Adjust the pitch	407. Medieval	410. Italian family	413. Name	416. Handle	419. Humbugging talk	422. Pierce	425. Adjust the pitch	428. Medieval	431. Italian family	434. Name	437. Handle	440. Humbugging talk	443. Pierce	446. Adjust the pitch	449. Medieval	452. Italian family	455. Name	458. Handle	461. Humbugging talk	464. Pierce	467. Adjust the pitch	470. Medieval	473. Italian family	476. Name	479. Handle	482. Humbugging talk	485. Pierce	488. Adjust the pitch	491. Medieval	494. Italian family	497. Name	500. Handle	503. Humbugging talk	506. Pierce	509. Adjust the pitch	512. Medieval	515. Italian family	518. Name	521. Handle	524. Humbugging talk	527. Pierce	530. Adjust the pitch	533. Medieval	536. Italian family	539. Name	542. Handle	545. Humbugging talk	548. Pierce	551. Adjust the pitch	554. Medieval	557. Italian family	560. Name	563. Handle	566. Humbugging talk	569. Pierce	572. Adjust the pitch	575. Medieval	578. Italian family	581. Name	584. Handle	587. Humbugging talk	590. Pierce	593. Adjust the pitch	596. Medieval	599. Italian family	602. Name	605. Handle	608. Humbugging talk	611. Pierce	614. Adjust the pitch	617. Medieval	620. Italian family	623. Name	626. Handle	629. Humbugging talk	632. Pierce	635. Adjust the pitch	638. Medieval	641. Italian family	644. Name	647. Handle	650. Humbugging talk	653. Pierce	656. Adjust the pitch	659. Medieval	662. Italian family	665. Name	668. Handle	671. Humbugging talk	674. Pierce	677. Adjust the pitch	680. Medieval	683. Italian family	686. Name	689. Handle	692. Humbugging talk	695. Pierce	698. Adjust the pitch	701. Medieval	704. Italian family	707. Name	710. Handle	713. Humbugging talk	716. Pierce	719. Adjust the pitch	722. Medieval	725. Italian family	728. Name	731. Handle	734. Humbugging talk

EUB-St. Thomas, Sacred Heart Post Wins in Church Tourney

Appleton Team Chalks Up 19-9

Victory Over Presbyterians

THIRD NEENAH CHURCH SOFTBALL TOURNAMENT

Munday's Results
United Brethren-St. Thomas 9, Zion 5.
Sacred Heart 19, Presbyterian 9.
Wednesday's Games
6:30 a.m. Neenah Trinity vs. United Brethren-St. Thomas.
8 o'clock St. Margaret Mary vs. Appleton St. Paul.

Neenah — United Brethren-St. Thomas and Sacred Heart of Appleton notched wins as the third annual Neenah Church Softball tournament got underway Monday night at the Recreation field.

EUB - St. Thomas recorded a 9-5 triumph over Zion of Appleton, last year's runnerup, while Sacred Heart tumbled Presbyterian, current Neenah Church league leader, by a 19-9 score.

The combination team was forced to come from behind to whip Zion. The latter tallied four runs in the first inning but the winners collected three in the bottom of the frame. Zion added one in the third but a three-run outburst in the lower half of the frame put United-Brethren - St. Thomas ahead for keeps. It added its final three in the sixth.

The winners had 10 hits, including two each by Reg Denney, Bob DiRenzo and John Block. Tarala, Wolfgram, and Beyer all had two for Zion. Beyer homered in the first.

Norm Flom, the winner, walked two and loser Tarala gave up one walk.

Sacred Heart, runnerup* in the Appleton Church league, scored nine times in the second inning and six in the seventh on the way to its rout of Presbyterian. The Appleton entry tallied three in the first and one in the sixth.

Presbyterian came up with two runs in the third, five in the fourth and singles in the sixth and seventh.

Charlie Muench, the winner, allowed six hits and gave up two walks. Sacred Heart made 18 hits and received 14 walks off "Tex" Harding.

Tom Grishaber had four hits for Sacred Heart, Marv Gerrits and Syl Mautha tallied three and Van Dinter had two. Dick Schultz collected three bingles to account for half of

Trinity Guns for 3rd Successive League Victory

Menasha Church League
Trinity 2 0 St. John 1 2
Bethel 2 1 St. Timothy 0 2
Congregational 2 1

Tonight's Games
St. Timothy vs. Bethel (Sixth).
Congregational vs. Trinity (Seventh).

Menasha — Trinity will make a bid for its third straight second round victory in the Menasha Church Softball league in a 6 o'clock game tonight at the Seventh street field against First Congregational.

The first round champions recorded 20-1 and 13-4 victories in two earlier meetings.

The Sixth street game will bring together St. Timothy and Bethel. St. Timothy won the first game 6-4 but Bethel took the second 9-3 to knock the former out of a three-way tie for first place. St. John draws this evening's bye.

Menasha Rotary Talk

Menasha — Mrs. Gordon Gill, Winnebago county educational chairman for the American Cancer society, will tell what can be done to fight cancer when she speaks at a Menasha Rotary club meeting at 12:10 Wednesday afternoon at the Hotel Menasha.

The game will be a makeup

The Most Valuable Player award was presented to Gene Peerenboom, right, Little Chute-Kimberly outfielder, by Len Goerlinger, district commissioner, at the close of Sunday's district semi-pro tournament at the Menasha ball park. L-C-Kimberly downed the Menasha Macs 9-3 for the championship. (Post-Crescent Photo)

TWIN CITY Sports
Tues., July 29, 1958 Page 21

Menasha Legion Nine Vies With Kaukauna

Menasha — Menasha's Junior Legion nine, which after winning eight straight games, has dropped its last two starts, will return to Fox River Valley Junior Legion league action at 5:30 this afternoon against Kaukauna at the Electric city.

The game will be a makeup of a Saturday postponement. It was called off then because Menasha was participating in the regional tournament at Kimberly.

The tilt will be the first of two this week for the Lenz-Gazecki which plays at Mayville Thursday evening in a tilt originally called for Wednesday.

The Menashans will be idle Saturday. They are scheduled at Fond du Lac but the latter will meet Sturgeon Bay in a tournament playoff game that day.

Going into today's contest, the Menasha squad has an overall 10-4 record. It won its first two games, lost the next two, topped eight straight and lost to Green Bay and Sturgeon Bay in the last two starts.

The Lenz-Gazecki post is 3-1 in second round league play.

Kaukauna has a 13 second half record. In the first round, the Kaws were beaten 5-1 by Menasha as Tom Robinson and Bill Steger combined on a three-hitter. Robinson went the first eight innings and Steger the last one. Robinson is expected to be on the hill tonight.

Plan Singles Meet For Menasha Boys

Menasha — The Boys 11 and under city singles tennis tournament will be played at 9 o'clock Wednesday morning at the Smith park courts, Leo Kenney, summer tennis instructor, reported today.

Boys who were under 11 last Jan. 1 are eligible to compete. Barry Conway defeated Pat Kenney for the championship last summer.

Although, as It Turned Out, a slide wasn't necessary, Armin Weber, United Brethren-St. Thomas shortstop dived head first into home plate in the fourth inning of Monday's Neenah church tournament game against Zion of Appleton at the recreation field. Zion didn't make a play on Weber, who tallied on a wild pitch. United Brethren-St. Thomas recorded a 9-5 win. (Post-Crescent Photo)

are tied for the lead with 9-1 marks. The Pack plays Neenah Paper Thursday night. Tissue Mills, which has a 5-6 record, fell to the K-C entry 10-2 in the first meeting on May 22.

Gilbert's Paper, third with a 7-3 slate, will vie with Northwestern Electrototype in the 8 o'clock game at the Neenah diamond. Gilbert's chalked up a 13-7 verdict in their May 13 tonight's foe.

Neenah Foundry, runnerup

Globe and Bergstrom's vie in

the National division with a

12-11 win over Omro. The game was called in the seventh because of rain.

ZION FORFEIT GIVES EUREKA FIRST PLACE IN 'BAGOLAND CIRCUIT

Oshkosh — Although it was idle Sunday, Eureka moved

6-3 mark, takes on Strange Paper at 8 o'clock at Jefferson park. Strange's has a 3-6 slate including a 12-11 win over

13-7 verdict in their May 13 tonight's foe.

Defending champion Badger-

Neenah Foundry, runnerup

Globe and Bergstrom's vie in

the seventh because of rain.

back into first place in the Winnebago Land Baseball league. It gained first place when Zion was unable to field a team at Poygan and was forced to forfeit.

Eureka has a 7-2 record to 6-2 for Zion. Berlin is third with 5-4, Poygan has 5-3 and Omro 1-0.

In Sunday's only match, Berlin clubbed out a 10-5 win over Omro. The game was called in the seventh because of rain.

Green Lake to be Site of Marathon Golf Jamboree

Menasha — The RAM open, the Marathon Men's annual golf jamboree, will be held Sept. 13 at the Tuscarora Country club at Green Lake.

John Van Sistine hurled a four-hitter. Ralph Gabrilski was the losing pitcher.

Ben Kluba, chairman of the event, announced today.

Assisting Kluba on the committee are George Zelinski and Bob Kees. The program will include prizes, refreshments and a buffet dinner.

Golfing will get underway at 7 o'clock in the morning with prearranged tee times. Employees from Neenah, Menasha, Menomin, Green Bay, Rothchild and Wausau are expected to attend.

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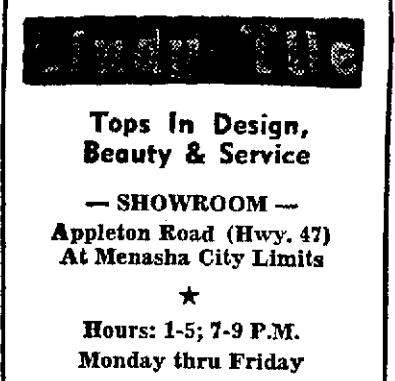
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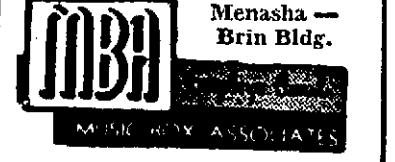
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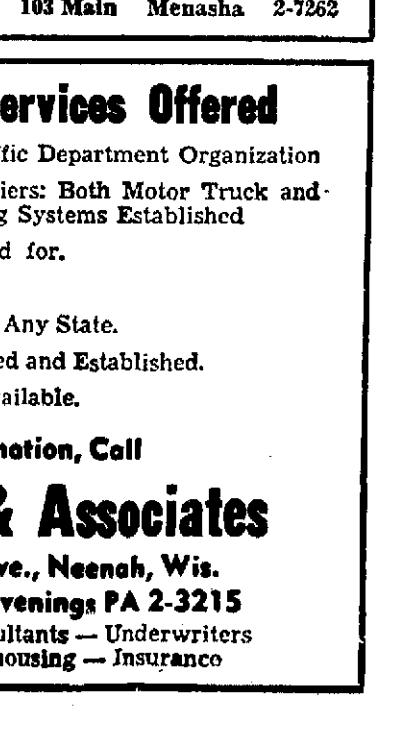
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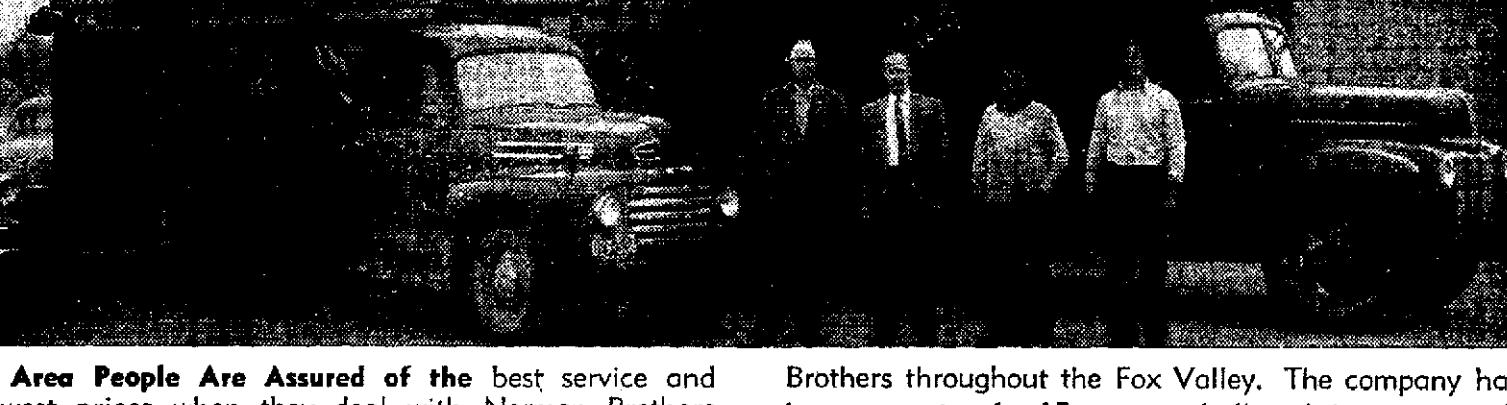
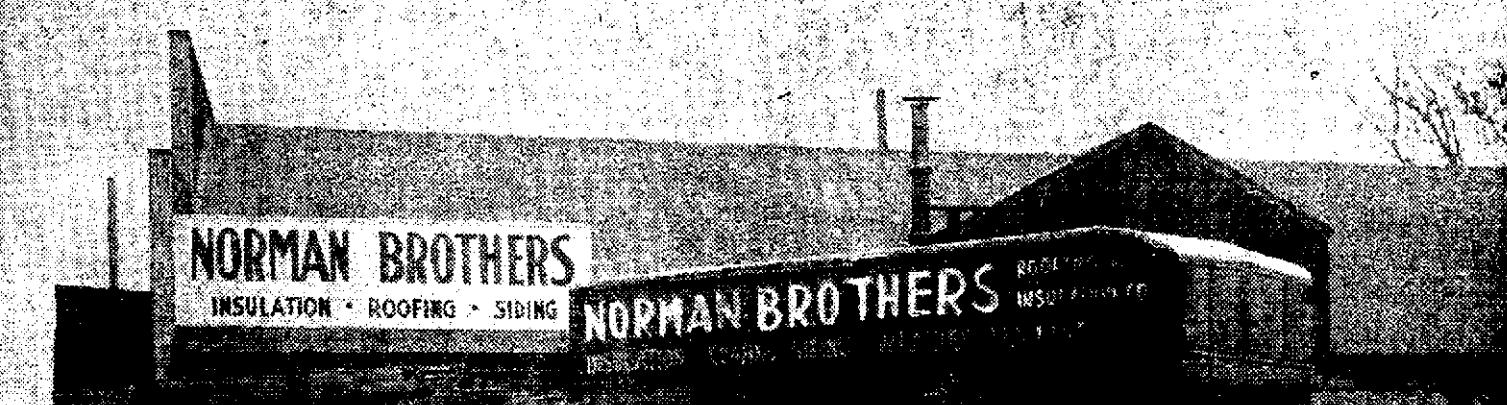
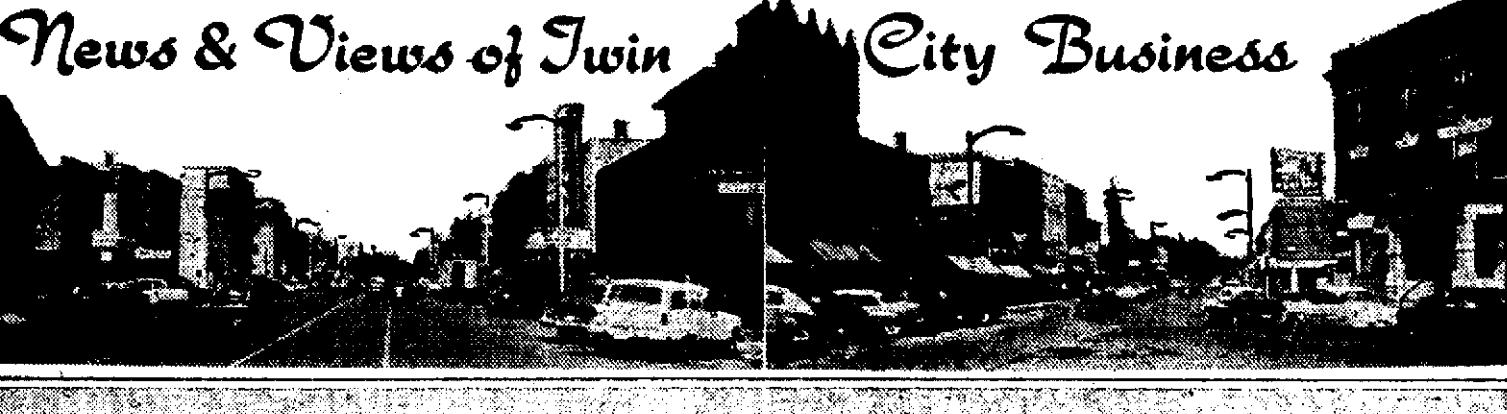
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News & Views of Twin City Business



Area People Are Assured of the best service and lowest prices when they deal with Norman Brothers Insulation and Roofing Company, 911 S. Commercial street, Neenah. The firm features Fiberglas insulation, Rockwool insulation, roofing, siding and aluminum combination windows and doors. Shown above are some of the personnel including (left to right), Howard H. Norman, president, Roy Ribble, sales manager and Sid Holcomb and Art Klepps, foreman. Reliability is important in any business and this firm rates high as there are more than 3,000 satisfied customers of Norman

Brothers throughout the Fox Valley. The company has been operating for 15 years and all work is guaranteed.

Norman Brothers urges all Fox Citians to "check and compare with us" before they purchase insulation, roofing, siding or combination doors and windows. A company spokesman said: "It's vitally important that you get good quality at a reasonable price from an established business and beware of any 'here-today-gone-tomorrow' type of operations." Norman Brothers may be contacted by dialing PA 2-7071, day or evening.

Dial 2-7071 Day or Night

Reliable Neenah Business Firm Emphasizes Quality Products

Neenah — Norman Brothers

Insulation and Roofing Co., 911 S. Commercial street, is "at your service" day or evening by simply dialing Parkway 2-7071. The Neenah firm specializes in Fiberglas and rockwool insulation, roofing, siding and aluminum combination doors and windows.

This reliable firm has in its files the names of more than 3,000 satisfied customers in the Valley since it was founded 15 years ago. Norman Brothers is proud of the work it does and advised area people interested in any of the above-mentioned products to call now for a friendly, free estimate.

The company feels that experience and reliability plus the fact that it is permanently established business, enables them to give the customer a quality product at the lowest price, backed by the best service.

Convenient terms can be arranged for any job to fit the customer's budget. Terms are available up to 5 years and payments are as low as \$5 per month. All work is guaranteed.

For free estimates or to discuss an insulation problem, Fox Citians may call Norman Brothers at PA 2-7071.

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55,000 Long Distance Phone Tolls Processed Daily at Oshkosh Office

Post-Crescent Oshkosh Bureau

Oshkosh — About 55,000 long distance telephone toll tickets are processed each day by the new accounting section in the new Oshkosh offices of the Wisconsin Telephone company.

Previously, long distance toll charges were processed in Milwaukee, and all Wisconsin telephone subscribers were billed through the Milwaukee office.

But in planning the new Oshkosh telephone company building, which opened July 6 when the dial system was put into effect in Oshkosh, provisions were made for an accounting section to handle all long distance toll tickets from 72 Wisconsin toll centers outside the Milwaukee area.

The transition from Milwaukee to Oshkosh was made during the weekend of July 12 and on Monday morning, July 14, about 110 employees were ready to start the processing of the toll tickets.

Many toll charges must be rated, or computed, before they are sorted by central office number, such as Regent in Appleton, Parkway in Neenah-Menasha, or Beverly in Oshkosh.

Specially Designed
Then subscribers are billed on a typewriter-adding machine which has been specially designed for the telephone company. The machine automatically figures the federal tax on long distance toll charges.

Tavernkeeper Fined \$50 on Two Charges

Post-Crescent Oshkosh Bureau

Oshkosh — Norman Kleinschmidt, route 5, Oshkosh, pleaded guilty to charges of allowing minors to loiter and serving beer to minors and was fined \$50 and costs by Municipal Judge S. J. Luchsinger Monday.

Kleinschmidt was arrested July 19 when three minors, who were involved in an accident, said they had been in the tavern and two reported that they had been served beer.

Wisconsin Telephone Company Employees at Oshkosh process about 55,000 long distance toll tickets daily in their new accounting headquarters at Oshkosh. The account unit was moved from Milwaukee to Oshkosh this month and handles the entire state except Milwaukee. La Vern Reimer is operating a machine which prints the bills above while below is shown a group of employees at the sorting racks, distributing toll tickets according to names. (Post-Crescent Photos)



Pleads Innocent Of Leaving Crash; 2 Forfeit Bonds

Neenah — James E. Harness, 26, route 2, Neenah, pleaded innocent of leaving the scene of an accident on Main street Monday and his trial was set for Aug. 7 by Police Justice Edmund P. Arpin. Two bonds for speeding were forfeited, one in Menasha and the other in Neenah.

According to the police report, Harness was driving a car which struck a car being driven by Patricia Gilbert, 325 Winnebago avenue, Menasha, in the 100 block on Main street at 12:20 Monday morning.

John N. Beck, 22, 719 Cavalier lane, Menasha, forfeited a \$14.20 bond at the Neenah station for speeding 39 miles an hour on Main street at 2:30 Sunday afternoon.

Marlene Schwartz, 20, Wisconsin avenue, New Holstein, forfeited a \$14 bond at the Menasha station for speeding 40 miles an hour on Third street at 8 o'clock Saturday morning.

Final Tax Payments Due in Twin Cities

Menasha — The final installment of taxes are due not later than Thursday, in both Menasha and Neenah, city Treasurers Frank Beck of Menasha and Walter Loehning of Neenah reported today. The tax rolls will be sent to Oshkosh on Friday.

LAST TIMES TONITE

The Place to Go in Kaukauna
LAST TIMES TONITE

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GREAT
ADVENTURE
OF
ALL
TIME

Walt Disney's
PETER PAN

TECHNICOLOR
Directed by ROBERT COLE

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41 Outdoor Theatre Starts Tomorrow

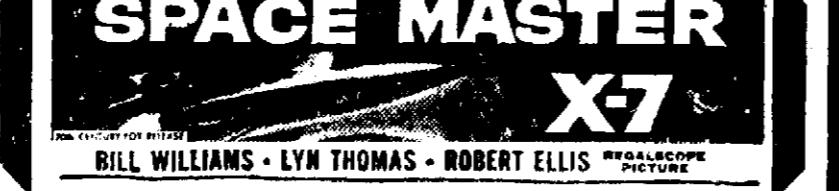


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her husband had become...
she would scream for
the rest of her life!*



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ENDS TONIGHT
"Hell Squad" &
"Tank Battalion"

PRICE: 60c - 50c - 35c

Two Plead Innocent To Burglary Charge

Post-Crescent Oshkosh Bureau

Oshkosh — Gordon Slater, 30, Fond du Lac, and Clayton F. Goyer, 35, North Fond du Lac, pleaded innocent to an amended complaint of breaking and entering before Municipal Judge S. J. Luchsinger Monday.

They are charged with entering the Joseph Stadtmueller Implement company, 145 Jack-

son street, Saturday. Trial was set for 1:30 on Aug. 27 and the jury will be selected at 9 o'clock on Aug. 21.

Shot Gun Complaint

Post-Crescent Oshkosh Bureau

Oshkosh — Sheriff's officers investigating a complaint that a man was firing a shot gun at the Stroebel's island marsh were unable to find anyone with a gun Sunday night. Clarence Dobberstein, route 2, Menasha, made the complaint.

**FRANK SINATRA
TONY CURTIS
NATALIE WOOD**

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The
Most
Challenging
Love
Story
Of
Our
Time

in
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Kings Go Forth

— LORRA DANA

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Directed by DELMER DAVES
Screenplay by MERLE MILLER
Music by ELMER BERNSTEIN-A ROSS-ETON Production
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→ AND

PAT BOONE BERNARDINE

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CINEMASCOPE

NEENAH

"Bravados" Gregory Peck

"I MARRIED A WOMAN" George Gobel

STARTS TOMORROW

SOPHIA LOREN ANTHONY PERKINS

ST. LOUIS BLUES

NAT KING COLE EARTH KITT PEARL BAILEY DEAN REEDER CAR CULLOWAY A PARABONN PICTURE

Post-Crescent Classified Columns

Are the Logical Market Places

For Buyer and Seller

For Your ENTERTAINMENT

T.V. Log Special Events Movie Times

Fox Cities Movie Times

Appleton—(starts today) *The Haunted Strangler and Fiend Without a Face*, beginning at 1:30.
 41 *Outdoor*—(ends tonight) *Tank Battalion*, shown first at 9:05, and *Hell Squad*. Box office opens at 8 o'clock.
 Neenah—(ends tonight) *The Bravados* at 7 o'clock and 10:05.
 I Married a Woman at 8:55.
 Rialto, Kaukauna—(ends tonight) *Peter Pan* at 7:40 and 9:40.
 Also cartoon and Disney's *Alaskan Sled Dog*. Show starts at dusk.
 Rio—(today) *Manhunt in the Jungle* at 4:45 and 8:05. Rock-A-Bye Baby at 6:10 and 8:40.
 Tower Outdoor—(starts tonight) *Bernardine and The McConnell Story*. Show starts at dusk.
 Vandette, Kaukauna—(ends tonight) *The Bowery Boys in the Money* at 7 o'clock and 9:20. *Johnny Trouble* at 8:10.
 Viking—(ends today) *The Key* at 1:40, 5:30 and 9:25. *My Gun is Quick* at 4 o'clock and 7:50.

Special Events

Band Concert—(tonight) guest appearance of Wuerl Concert band of Sheboygan, Pierce park at 7:45.

Television Schedules

WBAY-TV, Channel 2, Green Bay

Tuesday P.M.	11:00—Feature Theater	3:00—The Brightest Day
4:30—As the World Turns	7:00—Check-Up Time	3:30—Edge of Night
4:30—House Party	7:30—Party Line	4:00—As the World
5:00—Popeye Cartoons	8:00—For Love or Money	4:30—House Party
6:00—News, Weather	9:30—Play Your Hunch	5:00—Popeye Cartoons
6:15—Doug Edwards 9:30—Name That Tune	10:00—Arthur Godfrey	6:00—News and Weather
6:30—Name That Tune	10:30—Dotti	6:15—Doug Edwards
7:00—Mr. Adams & Eve	11:00—Search for Tomorrow	6:30—Science Fiction
7:30—Keep Talking	11:45—Guiding Light	7:00—Leave It to Beaver
8:00—To Tell the Truth	12:00—Noon Show	7:30—Theater
8:30—Night Playhouse	1:00—The Clock	8:00—The Millionaire
9:00—Bid 'n Buy	1:30—What's New Today	8:30—I've Got a Secret
9:30—Star Trooper	2:00—The Big Payoff	9:00—Steel Hour
10:00—Weather, News, Sports	2:30—The Verdict	10:00—Father, News, Sports
10:30—Playhouse		11:00—Feature Theater

WTMJ-TV, Channel 4, Milwaukee

Tuesday P.M.	Wednesday A.M.	3:00—Queen for a Day
4:30—Drama	6:45—Farm Report	3:45—Modern Romances
4:30—Afternoon Theater	7:00—Today	4:00—Drama
5:00—Sports Picture	9:00—New in The Kitchen	4:30—Afternoon Theater
6:00—News	9:30—Treasure Hunt	5:35—Sports Picture
6:10—Weatherman	10:00—The Price is Right	6:00—News
6:15—NBC News	10:30—Truth or Consequences	6:10—Weatherman
6:30—Win With the Wind	11:00—Tic Tac Dough	6:15—WBZ News
7:00—The Investigator	11:30—Who Could be You	6:30—Weatherman
7:30—Dotti	12:00—Hot Shots	7:30—Father Knows Best
8:00—Bob Cummings		8:00—Theater
8:30—The Californians		9:00—It Could be You
8:45—Trooper		9:30—Douglas Fairbanks
9:00—Weatherman		10:00—Weatherman
9:15—News		10:15—Week in Sports
10:15—African Patrol	1:00—The Women's World	10:30—Star Parade
10:45—Pattie Page	1:30—Haggis Baggis	11:00—Jack Paar
11:00—Jack Paar	2:00—Today Is Ours	12:00—News Headlines
12:00—News Headlines	2:30—From These Roots	

WFRV-TV, Channel 5, Green Bay

Tuesday P.M.	Sports	3:30—Do You Trust Your Wife?
4:30—American Band-stand	Wednesday A.M.	4:00—American Band-stand
5:00—Do You Trust Your Wife?	6:45—Look or Listen	6:00—Wild Bill Hickok
6:00—American Band-stand	7:00—Morning Movie	6:30—Mickey Mouse
6:30—Lancelot	11:30—Look or Listen	6:30—Spootie With Otto
6:30—Mickey Mouse	12:00—Kiddie Korner	6:30—Weather, News, Sports
6:30—Spootie With Otto		6:30—Disneyland
6:30—Weather, News, Sports		7:30—Tombstone Territory
6:30—Cheyenne	12:22—News & Weather	8:00—Ozzie and Harriet
7:00—Weather, News	12:30—Pretzel Party	8:30—The Womans Angle
7:30—Wyo Earp	1:00—Holiday Quiz	8:45—Eight
7:45—Broken Arrow	1:30—The Womans Angle	9:40—Weather
8:00—Automobile Quiz	2:00—Tumble With Father	9:45—Movie
8:30—Marin's Medicine	2:30—Homemakers Guild	10:30—Weather, News, Sports
9:00—The Californians	3:00—American Band-stand	11:00—Sleepetime Show
9:30—Sherlock Holmes		
10:00—Weather, News, Sports		
10:15—Jack Paar		
11:00—Lucky Partners		

WMBV-TV, Channel 11, Marinette

Tuesday P.M.	Wednesday A.M.	2:30—Channel 11 Kitchen
4:00—Uncle Tom	7:00—Today	3:00—Queen for a Day
4:45—NBC News	9:00—Dough R. M.	3:45—Modern Romances
5:00—Weather, News, Sports	9:30—Treasure Hunt	4:00—Drama
5:30—Win With a Winner	10:00—Price is Right	4:30—Afternoon Theater
7:00—The Investigator	10:30—Concentration	5:35—Sports Picture
7:30—Dotti	11:00—Tic Tac Dough	6:00—News
8:00—Bob Cummings	11:30—It Could Be You	6:10—Weatherman
8:30—The Californians	12:00—Collins' Column	6:30—Weather, News, Sports
9:00—Sherlock Holmes		6:30—Disneyland
9:30—Weather, News, Sports		7:30—Tombstone Territory
10:00—Deadline 12		8:00—Ozzie and Harriet
10:10—Movie		8:30—Eight
11:45—Chapel		9:40—Weather

WISN-TV, Channel 12, Milwaukee

Tuesday P.M.	Wednesday A.M.	2:30—Uncle Hugo
4:00—Gretchen Colak	10:55—Capitol News	2:45—Wild Bill Hickok
4:15—Uncle Hugo	11:00—TBA	3:30—Mickey Mouse
5:00—Sir Lancelot	11:30—Fun House	6:00—Spootie With Otto
5:30—Mickey Mouse	12:00—Crusader	6:30—Weather, News, Sports
5:30—News		6:30—Disneyland
6:00—Win With a Winner		7:30—Tombstone Territory
6:30—The Investigator		8:00—Ozzie and Harriet
7:00—Dotti		8:30—Eight
7:30—John Daly		9:40—Weather
7:45—Tell Me the Truth		9:45—Movie
8:00—Weather, News		10:00—Deadline 12
8:30—Wyo Earp		10:10—Movie
8:45—Broken Arrow		11:40—Capitol News
9:00—Automobile Quiz		11:45—Chapel
9:30—Marin's Medicine		
10:00—Martin Kans		
10:30—Deadline 12		
11:00—Movie		
11:45—Chapel		

WSAU-TV, Channel 7, Wausau

Tuesday P.M.	Wednesday A.M.	4:00—Christian Science
4:30—Film Adventure	8:35—News	4:15—Bookshelf
4:30—Stop Look and Listen	9:00—For Love or Money	4:30—Stop Look and Listen
5:00—Mansion Mirror	9:30—Play Your Hunch	5:00—Mansion Mirror
5:30—News	10:00—Arthur Godfrey	6:00—Sports
6:15—Weather	10:30—Liberate	6:30—News
6:15—Doug Edwards	11:00—Life with Elizabeth	6:30—Weather
6:30—Name That Tune	11:30—Life With Elizabeth	6:45—Drama
7:00—Mr. Adams & Eve	12:00—News	7:00—Twilight Theater
7:30—Wyo Earp		7:30—American Legend
7:45—Tell Me the Truth		7:30—TBA
8:00—Weather, News	12:05—Buck Leverton	8:00—Millionaire
8:30—Charter Boat	1:00—Beat the Clock	8:30—I've Got a Secret
9:00—Big 'N' Buy	1:30—House Party	9:00—Buckskin
9:30—Tombstone Territory	2:00—Walt Disney	9:30—Barbor Command
10:00—Weather, News	2:30—Walt Disney	10:00—Weather
10:15—Silent Service	3:00—Brighter Day	10:30—News
10:45—Sports Panorama	3:15—Secret Storm	10:45—Price is Right
11:45—Confidential File	3:30—Edge of Night	11:00—Star Performance

Folding Paper Carton Shipments, Economic Barometer, on Rise

Chicago—June shipments of folding cartons from manufacturing plants to packagers were above June a year ago. Gustav L. Nordstrom, executive director of Folding Paper Box Association of America, reported. The increase marked the first time this year that a monthly shipment total surpassed the like month a year ago, he said. Tonnage was up 1.9 per cent.

over June of last year and dollar volume increased 3.3 per cent. However, for the entire first half, tons shipped were down 4.5 per cent and dollar volume was off 2.8 per cent.

Folding cartons are used to package such consumer items as soaps, foods, bakery products, tobacco, beverages and various hard goods. Because they are used to pack such a wide variety of consumer goods, folding carton shipments are considered by some economists as a barometer of consumer spending.

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Benny Reveals How to Keep Money in Hand

Avoid Capricious Buying at All Costs, Comedian Advises

BY JACK BENNY

New York—Having been asked to do a guest column, I decided to write about a subject which has always appealed to me—from an academic sense of course—money!

With the hammer ring upon the first coinage die, man's load in life became lighter. In his pocket he could carry enough money to purchase things which prior to money's invention would have cost him perhaps 14 stone of watermelon, an unwieldy burden at best.

However, this hammer ring created a number of problems. The first was the problem of obtaining money. Second, and I'm not sure that's a proper placement, is the problem of keeping it.

Along these lines I have formed a certain set of operating procedures which I will be happy to pass along. Capricious buying should be avoided at all—you'll pardon the expression—cost. Never, in a weak moment, allow yourself to purchase something on a whim.

Crafty Merchants

This may prove difficult for the neophyte as all the guile and craftiness of merchants is directed at just such weak-willed persons. Signs and advertisements drip with sentimental suggestions like "Buy Your Sweetheart a Box of Goodie Chocolate."

A nice card and a candy bar will serve just as well. After all, it's not the money, but the thought which counts, and a card and a candy bar make you properly sentimental without overdoing it.

Never pick up luncheon or dinner checks at a restaurant, club or night spot. Once I picked up a check out of simple curiosity. I had no intention of paying it, but by the time I had added the figures, everyone had gone and I had to pay or wash dishes.

Check Dodging

Now from time to time, even if you follow the above advice, someone will push a check toward you. At this point you have several possible courses of action. Provided you haven't drunk your glass of water you can knock it over, and in attempting to dry out the tablecloth, once again push the check across the table.

Or, suddenly remembering

you must make a phone call

can extricate you from such a position, as can a sudden desire for cigarettes, a newspaper, or just-remembered appointment.

I would like to make it perfectly clear that I am not cheap. It's just that I detest ostentation in anyone, particularly myself. Check grabbers are such showoffs.

Another difficult situation a man may find himself facing is how to avoid paying for a round of drinks at his golf club. I have found that be failing a step or two behind my

friends, someone always pays for the first round. The second is fought over and the third, etc., until everyone but me has paid.

Play on Sympathy

At this point a hand placed to your head, and a remark about the hot sun giving you a headache usually brings the immediate prescription of another drink from your generous friends.

This is where you must be strong. Refuse the offer, grimacing as if the pain were becoming increasingly worse, mumble something about having to see your doctor about migraines, stagger a bit, and start to leave.

Now comes the calculated risk, necessary in order to maintain your social position. After taking two or three pain-wracked steps, turn suddenly, looking as sick as possible, offer to buy a round for the boys. They have never failed to stop me before my reaching a pocket.

Checker Meet Winners Named At Kaukauna

Contests Held at
City Playgrounds
For Youngsters

Kaukauna—Winners of checkers contests conducted at city playgrounds have been announced by play area leaders.

At the Hennes playground the winners included Bill Carttens, Tom Collins, Dan Lappan, Kathy Lappan, Mark Cummings, Dave Egan, Mary Ott, Linda Ott, Sue Schmidt, Jean Giordana, Christy Koch and Lee Schwabenberg.

Included in the winners at the High school were Mary Bell, Lynn Bell, Mike Newlin, Cindy Landermann, Karen Bell, Linda Plutchak, Sue Alger, Jerry Luckow, Jessie Pratt and Ken Grussman.

At Riverside the champions included Sara Schuler, Scott Schuler, Tom Jansen, Kathy Frank, Jenny Schuler, Barbara Pendergast, Kay DeCoster, Jeff Schuler, Mike Frank and Joannie Pendergast.

Other Winners

Strasbourg park winners included Jan Hartkey, Phil Van Wychen, Sandy Meulemans, Bruce Vandenberg and Janice Vondracek. At the Marsh playground those crowned in Don Blair, Marlene Promer, Gary Seibers, Darlene Janssen, Mary O'Brien, Shirley Blair, Doug Weyenberg, Linda Henn-dricks and Douglas Isaacson.

White City play area finalists were Mike Jacobsen, Virginia Neissen, Vicki LaPlante, Bob LaPlante, Barbara Neissen, Melvin Rabideau, David Bolle and Jim Neissen.

At Reichel's playground, those winning matches were Susan Anderson, Frances Jansen, Donald Jansen, Cheryl Vondracek, Jack Schermer and Don Reichel. At the pool play area the winners were Rose Weigman, Ronald Pitt, Wesley Brill, Dennis DeBruin, Patsy Vanevenhoven, Stan Brill, Mike Martens and Allan Hartzheim.

LaFollette park winners were Patty Ryan, Pete Hertz, Dennis Boree, Carolyn Brehm, Lynn Leddy, Sharon Stevens, Tom Baumgartner, Ronnie Boree and Karla Wynboom.

High Scores in 16-Inch League

Kimberly—Bill's Bar and Shy's Bar recorded victories in high scoring games in the 16-inch league at the athletic field.

Bills defeated Connie's Bar by a 35 to 12 score and Shy's upset Dud's Inn by a 19 to 15 count.

Bills scored in eight of the nine innings played as they bashed out 37 hits. Connie's managed 23 base knocks but could get a rally going in only the fifth frame when they scored seven times.

Shy's built up a 12 to 5 lead over Duds and then hung on as the losers tried to rally for a win. Despite 10 runs in the last four frames Shy's could not be stopped.

Kaukauna Births

Kaukauna—Community hospital today announced the following births:

Sos to:

Mr. and Mrs. Sylvester Vissers, route 1, Kaukauna.

Mr. and Mrs. Jerome Friesel, 415 Eden avenue, Kaukauna.

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Fully Automatic Cleaner
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Cage League to Play Wednesday

Kimberly—Due to conflicts the senior basketball league on the playground has changed its game night from Monday to Wednesday.

Games this week will have the Gophers captained by Bob Van Zeeland meeting the Hoosiers led by Jerry Lamers at 6:30 on the outdoor court behind the high school.

In the second game the Badgers led by Jack Lamers will meet the Wildcats captained by Lee Velden at 7:30.

A touch football league also is being organized and boys interested in playing can contact recreation director Gil Frank.

Band Concert Wednesday

Outdoor Appearance Scheduled at Park, Soloist on Program

Little Chute—The Community band will give a concert at 7:30 Wednesday evening at Doyle park. Harold Janssen, director, announced.

The program includes 15 selections ranging from marches to popular tunes.

One of the features of the program will be accordion solos by Toby Ertl, 11-year-old Kimberly musician. Toby has won awards in several contests in the Fox valley.

The selections to be played include "Old Comrades," a march by C. Teike; "Fiesta," popular standards arranged by Briegel; "Loch Lomond," by Paul Yoder; "Apollo March," by Anton Bruckner; "Romantic Rhythms," by Yoder; "No-la," accordion solo by Ertl and "Hail Miami," a march by J. S. Richards.

Other selections include "Dry Bones," a standard favorite; "Lassus' Trombone," a novelty by Fillmore; "Love's Dream," a march; "Dark Eyes," by Walters; "March of the Steel Men," by C. S. Belsterling and the "Second Connecticut Regiment," by D. W. Reaves. The program will conclude with the "Star Spangled Banner."

Janssen said the band has had a busy summer appearing in the Memorial day parade, giving concerts at the American Legion picnic, the parade at the Holy Name rally in Oshkosh, Kaukauna Veterans of Foreign Wars parade and the Fox village night at Goodland field.

Correction

Kaukauna—The Veterans of Foreign Wars auxiliary picnic had a circuit clout for Kaukauna.

Monday will be for members only and not families as stated in the Post-Crescent Friday afternoon.

The teams will play a return game at Kaukauna Friday afternoon.

Bob Bowers took the loss for the Kaws. Jim Steger also saw mound duty for the losers.

Kimberly jumped off to a 4-0 lead in the first inning with the big blow being a 2-run homer by Dave Minent. The Papermakers added two more in the second and three in the third to take a comfortable lead.

Minent was the hitting star for Kimberly with a pair of homers while Jeff Dietzler and Tom Peerenboom each had three for five. Steger had a circuit clout for Kaukauna.

The teams will play a return game at Kaukauna Friday afternoon.

Arrested with the speed watch on E. Main avenue Friday were:

Clarence Hoh, 217 E. Seventh street, Kaukauna. Carl Williamson, 21, 1204 E. Main avenue, Little Chute. Carl Weigman, 125 W. Sixth street, Kaukauna.

Doug Ludvigsen, Kaukauna, was third. Doug Ludvigsen, Kaukauna, was second and Jerry Warrick, Menasha, third.

Mix won the junior conventional backstroke with his new record while second was Mark Tommiet, Menasha, and Bill Jurkovic, Kaukauna, was third.

Joan Ludvigsen, Kaukauna, top scorer, tied the junior freestyle mark with a time of 14.2.

The meet was tied at 79-79.

In a meet earlier this summer at Menasha the Kaukauna team scored an 86 to 63 victory.

In the boys' events Rod Tep-
lot of Kaukauna copped first in the midget freestyle with a time of 13.5. Dan Reichel, Kaukauna, was second and Don Steffen, Menasha, third. Paul Mix, Menasha, won the junior



High Temperatures Have Resulted in record crowds at the Doyle park swimming pool in Little Chute. The shallow part of the pool is shown with many youngsters enjoying a dip. The pool is formed by a lagoon of the Fox river canal. (Post-Crescent Photo)

Village, Town Boards Approve Resolution

Attach 52.51 Acres To School District 6 From District 1

land, formerly in the township, had been annexed to the village for governmental and residential purposes but not for school use.

President Alvin Fulcer, chairman of the hearing, explained that the matter was a technicality that was overlooked when original annexation was passed. In cities annexing a piece of property automatically includes it for school purposes while this does not hold true in a village and township.

Hearing Required

Under law the boards were required to hold the public hearing and then meet separately to act on the resolution. Representatives of the town-
ship and the village then signed the resolution attaching the land to the district.

The 52.51 acres lies at the western edge of the village on the south side of W. Kimberly

Tourville.

Other selections include "76 clined, in the view of some additions. The first addition has featuring Glenn Strieby as bari-
tone solo; "Colonel Bogey," by complication.

The present court is like a net trio by Frank. Featured in slice of the country. The chief

the south will be Roger Schuh, justice, Earl Warren, is a big

George Acker and Kenneth

half-fellow as breezy as his na-
tive California—and a little

next October, upon reconvening

from the summer recess, the

new black-robed men will file in at noon. The crier will call

"God save the United

States and this honorable

justice will go serenely on.

(Copyright, 1958)

The senior member of the

court in service, Hugo Black of

Alabama, is as withdrawn as

Warren is outgoing—thin-faced,

ascetic, with something of the

other.

In other action the board took out a boiler insurance policy with the Vanden Boogaard agency of Kimberly. The policy will cover the boiler at the village hall and the one at the sewage plant for a 3-year period at a cost of \$233.16.

The board also instructed the clerk to send out 20-day sidewalk installation notices to a number of property owners. Installation footage amounts to approximately 1,380 feet.

**Speeders Forfeit
At Little Chute**

Little Chute—Four speeders have forfeited bonds of \$15 each at the police station following their arrests by village police.

Arrested with the speed watch on E. Main avenue Friday were:

Clarence Hoh, 217 E. Seventh street, Kaukauna.

Carl Williamson, 21, 1204 E.

Main avenue, Little Chute.

Carl Weigman, 125 W. Sixth street, Kaukauna.

Doug Ludvigsen, Kaukauna, was second and Jerry Warrick, Menasha, third.

Mix won the junior conventional backstroke in 35.9 while Hal Jorgenson, Menasha, was second and Jerry Warrick, Menasha, third.

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Main avenue,



Baseball, Golf and Swimming may still be the principal order of sports business in the Fox Cities, but just a scant 30 miles north of here football's professional Green Bay Packers are sweating through the first rough days of grid practice. In these two Post-Crescent shots, taken during drills, Coach Ray McLean is working on his offense for the coming season. Identifiable players in

the upper photo are: Willie Brezinski (20), Bart Starr (15), Sam Palumbo (53), Tom Bettis (65) and Bill Forester (69). In the lower shot some of the players in the huddle are: Dick Deschaine (80), Brezinski, Mike Hudock (58), Joe Reese (86), Jim Temp (82), Hank Bullough (69), Joe Skibinski (63) and Starr (15). (Post-Crescent Photos)



J. D. Kimmel Still May Play for Bays

250-Pound Defensive Tackle Says He'll Decide by Wednesday

BY ART DALEY

Green Bay Press-Gazette Sports Editor

Green Bay — Don't count J.

D. Kimmel out yet.

The 250-pound defensive tackle and/or end, obtained in a recent trade with the Washington Redskins, told Packer Coach Ray McLean via telephone Monday night that he'd know definitely by Wednesday of this week on his possible playing status for 1958.

Kimmel, former West Point and Houston university star, has been awarded a petroleum engineering scholarship at Rice institute.

I'll Play "If I can start work at Rice at the beginning of the second semester I'll play football," Kimmel told McLean. He said he will attempt to get permission from Rice today or Wednesday.

Kimmel indicated that he'd like to play football . . . J. D. was the Redskins' regular defensive tackle for four seasons and, at 28, McLean feels that the 6-4 giant has several good years of football left.

If Kimmel decides to play, at least one of the two deals designed to strengthen the Bays' tackles will have panned out . . . The other, involving the 275-pound Ray Krouse of De-

troit, was cancelled by Commissioner Bert Bell earlier.

If Kimmel decides not to play, the deal with Washington will stand — that is, the Redskins would keep defensive halfbacks Doyle Nix and John Petibon and the Packers would keep Steve Meilinger, the big offensive end and slot back.

Also, if Kimmel goes to Rice, the Packers will have lost four key players — three of them tackles, in less than two weeks.

The other tackle is Carl Ver-

een, the bright-looking 250-

pounder who has decided on a

business career in Georgia.

Vereen advanced exceptionally

fast as a rookie a year ago.

The other loss is Ron

Kramer, one of the top rookies

in the league last year, whose

broken leg isn't healed enough

to warrant play this season.

Kramer broke the leg in the

play Los Angeles at Milwaukee.

Turn To Page 26 Col. 1

Foxes Vs. Bluejays

Finish Preparations for

Elks, KC Booster Tilt

Tickets for Saturday evening's Knights of Columbus Booster game at Goodland field between the Fox Cities Foxes and the Green Bay Bluejays are available from any K of C member and a dozen downtown ticket outlets.

The committee planning the Elks' booster game, for which the K of C bought out Goodland field, consists of Frank Briske, Larry Keller and S. M. Timmers.

An open house will be held at the Knights of Columbus hall after the game. A band may play before the contest and between innings.

Regular children's admission prices will prevail for the game.

The Appleton Elks club is

completing arrangements for their 3-game set with the Bluejays.

Kelly Weller is chairman of the Elks' committee while others planning the event include: Frank Manier, Al Mink, Clarence Horn, Carl Peotter and Sam and Dan Ornstein.

There will be a pre-game band concert at the park and a post-game open house at the Elks club at which the fans will be able to meet the Foxes' players.

Proceeds from the game will go to the Elks' Charity fund for hospitalized veterans.

Turn To Page 26 Col. 7

This is George McWilliams, who pitched his first major league game and won it, going all the way for Cincinnati in its 4-3 exhibition win over Cleveland Monday night at Cincinnati. McWilliams is in his first year with the Class D Palatka, Fla. team in the Florida State league. (AP Wirephoto)

See-the AVION All Aluminum Aircraft Constructed FRAVEL TRAILERS
Stalker Archery Co. Clintonville IL 44 (West)

SPORTS

POST-CRESCENT

Tues., July 29, 1958 Page 25

Milwaukee Defeats IL All-Stars by 3-2 Score

Conley Gets Win; Jay Opposes Dodgers In Game Tonight

Toronto — The Milwaukee Braves won an exhibition game Monday night but lost their 1-game National league lead over the second-place San Francisco Giants.

The Braves beat the Interna-

tional league All-Stars, 3-2, here

while the Giants won a regular

league doubleheader at Philadel-

phia.

The world champions, who

play Los Angeles at Milwaukee.

tonight, are just one percent-
age point ahead of the Giants. The Braves have a .559 aver-
age, San Francisco .558.

Joey Jay, who pitched a re-
markable 2-hitter in his last

start, will oppose Los Angeles

Don Drysdale. Jay seeks his

seventh victory against three

defeats.

Gene Conley, first of four Mil-

waukee hurlers, was credited

with Monday night's exhibition

victory. Conley pitched the first

two innings, giving up three

hits.

The exhibition loser was

southpaw Pat Scantlebury, the

first of four International

league pitchers. Pat worked

three innings and was tagged

for five hits and all three Mil-

waukee runs, two of them un-

earned.

Roach Homers

Second baseman Mel Roach started the Braves' scoring with a home run in the first inning.

The Braves scored in the second inning on Joe Adcock's single, a 2-base error by Solly

Drake and a single by Del

Crandall.

Harry Hanebrink of Milwau-

kee reached first base on an er-

ror by Scantlebury in the third

inning. Henry Aaron's double

put Hanebrink on third. Ad-

cock sent the runner home on

an infield single.

The All-Stars scored in the

first inning on two singles and

an error by Aaron.

In the seventh inning, pinch

batter Tim Thompson tripled

and scored on a sacrifice fly.

The Braves' half of the game

was released.

Brue Paces Qualifying Round on 69

John DeYoung Fires 75 in State Amateur At Milwaukee

Milwaukee — Talented Bobby Brue entered the second half of the Wisconsin Amateur Golf championship medal round today ahead of the pack with a 2-under-par 69 for Monday's initial encounter.

Brue's score led all 178 hopefuls and his rounds of 34-35 at Brynwood were the only ones to break par.

The players streamed over the Brynwood and Ozaukee Country club courses in their bid for the 64 berths in Wednesday's first round of match play.

Appleton's John DeYoung, runnerup in the 1957 Appleton city tournament, fired a 75 at

Ozaukee. Tom Floberg, a freshman athlete at Lawrence college last year who hails from Lake Geneva, shot a 76 at Ozaukee.

Neenah Ridge way's DeYoung

Dick Spangenberg fired an 86

at Brynwood.

Fires 90

In Junior play, Appleton's Bob Frel fired a 90. Ken Koshka, Dick Adamson led the juniors with a 73.

Brue, of Milwaukee, was two strokes ahead of seven players bunched at 71. They were Jack Hesler, Sam Ruskin, Bobby

Turn To Page 27 Col. 1

'Pike' Peterson Wins Club Title

Defeats Williams By 3 and 2 Score At North Shore

"Pike" Peterson won his third North Shore golf club championship Sunday by defeating Wayne Williams, who had already won the title once, in the 36-hole final, 3 and 2.

In the President's flight tournament, Clarence Kramlich took Bert Fisher, 2 up, on an 18-hole playoff.

William McGraw won the Riverview Country club Director's tournament by defeating C. Andrew Pertain.

McGraw had previously beaten Vince Jones, Bernie Heselton, Joe Marston, and Charles Lingelbach, on his way to the finals. Pertain had defeated Dr. E. N. Krueger, Bob Barlam, Wilmer Stach, and "Hay" Biggers.

Turn To Page 26 Col. 6

Brue, Lohr, Ghartry Entered

10th Annual Waupaca Open Set for Sunday

Waupaca — Sunday is the

date of the tenth annual open

golf tournament, for profes-

sional and amateur golfers, at the

Waupaca Country club.

Approximately 90 linksmen

are expected for the event with

tee-off time scheduled at 8:30

in the morning.

The amateurs will be com-

peting for trophies as well as

merchandise prizes and the

pros will be shooting for the

\$100 cash award.

Brue on Hand

Russ Tuveson, winner of the

pro event last year, will be

back to defend his title. Other

Milwaukee golfers that will

come with Tuveson are Jim

Milward and Tom Veech.

Bobby Brue, Milwaukee, one

of the state's better amateur

golfers and winner of the ama-

teur title last year, will be on

hand, as well as Marty Ghar-

try, Jr., Shawano, recent state

junior champ, and Jim Lohr,

Sheboygan, winner of the

Northeastern Golf Association

championship.

Gene Giles, local pro, will

work out the pairings. John

Cormican is chairman of the

event and Harold Johnston is

grounds chairman.

Visitors have been extended

an invitation to witness the

tournament free of charge.

Mantle Hits Pair of Homers, Yanks Win

Detroit Nips Boston, 5 to 4;
White Sox Shade Nats, 6-5

Associated Press Sports Writer

Apparently the rest cure was all Mickey Mantle needed to emerge from his prolonged bat-slump.

Handicapped by a sore right shoulder practically from the start of the campaign, the New York Yankee slugger had stubbornly shrugged off repeated suggestions that he take a brief rest. His batting average dipped as low as .270.

It took another injury — a bruised left forearm — to finally sideline the switch-hitting star just before the team's current western swing. Since returning to action in the second game of this trip, in Detroit, Mantle has cracked 15 hits in

Mantle homered left-handed and right-handed.

A big 5-run New York inning decided the game. Zach Monroe, although batted out in the sixth, was credited with his second victory. Dick Tomanek was the loser.

The White Sox overcame a 4-run deficit to defeat the Senators. Sherman Lollar's 3-run homer in the fourth climaxed a four-run rally against Jim Constable that put Chicago in front 5-4. Washington tied the score in the fifth but Chicago regained the lead in the sixth on a triple by Nellie Fox and an infield out.

Low Wins

Turk Low, National league castoff, gained his first AL triumph, in relief. Dick Hyde was the loser. Washington's Albie Pearson slammed his first major league home run, off starter Early Wynn, in the first inning.

Leo Kiely's bases-loaded pass to Charley Maxwell with two out in the bottom of the ninth pushed over Detroit's winning run against Boston.

Al Kaline slammed four hits, drove in two runs and scored once. Bill Fischer, in relief, was the winner.

St. Paul Captures First Lutheran League Win, 13-10

Appleton St. Paul stopped Hortonville Bethlehem, 13-10, Sunday, for its first win in six starts in the Wisconsin Synod Lutheran Softball league.

Harry Oswald had a home run and two doubles to lead the St. Paul attack. Nehls was the winning pitcher, allowing eleven hits in going all the way.

In other league games, Bethlehem of Menasha defeated Mt. Olive of Appleton, 12-7. Hafermann and R. Birsching both homered for the winners. St. Peter of Freedom stopped St. Matthew of Appleton, 12-5. Colley of the losers and Fred Techlin of the winners homered.

Switzer, a tough tackler, also will take a crack at defensive halfback—a spot he shared in earlier service here.

McLean is hoping Switzer lost none of his zest for contact during his nearly three years in the Air Force.

The Packers' first full 2-a-day workouts were short but full of action. The squad worked one hour in the morning from 9:45 to 10:45 and an hour and a half in the afternoon—from 3:30 to 5 o'clock.

His Plan

That's McLean's plan—to keep the drills short with no dull moments. In fact, he told the players that the length of the workouts is up to them. "If they can go at full speed the drills will always be that short," he explained.

There is a new twist. The offensive and defensive linemen work as the same unit; previously they worked only on their own phase of play. As an example, the two defensive tackles of the past few years, Hanner and Helluin, will also learn the offensive signals and actual maneuvers. Thus, they will be ready to play offense in case of emergency during the season.

Working with the interior linemen is Nick Skorich, the former Pittsburgh Steeler player and coach, who yesterday sent the forwards through a session on new charging sleds.

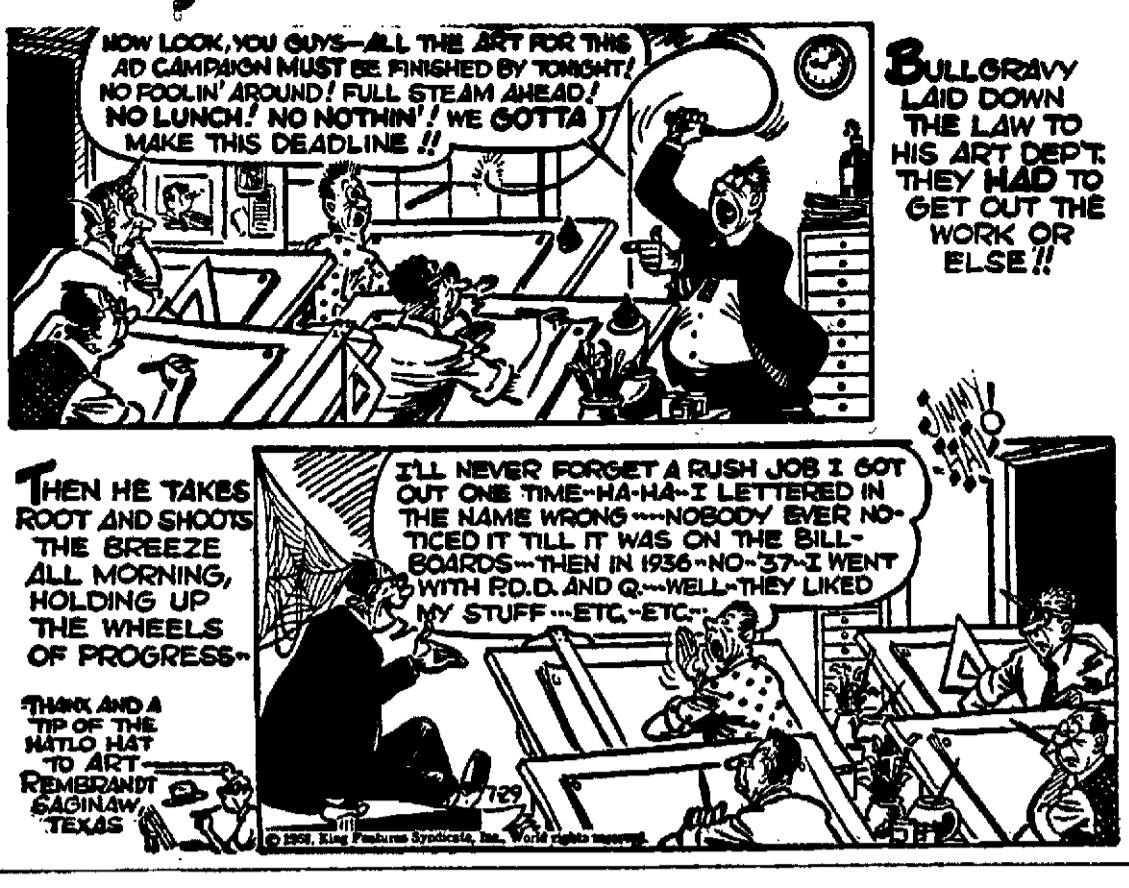
Handle Defense

Ray Richards and Jack Norton handle the defensive workouts, involving chiefly the backs and linebackers—plus some of the interior linemen—at times. McLean and Breezy Reid work chiefly with the offensive backs and ends.

Near the end of each practice, the three groups get together and run through general squad drill.

McLean said there would be a little bumping of heads Wednesday and "maybe we'll have a stiffer session Thursday."

They'll Do It Every Time



'Very Unfair'

Wilkinson, Daugherty, Wyatt Blast Pro Football's Draft at Hearings

Washington — Bud Wilkinson, Duffy Daugherty, and Bowden Wyatt have told con-

gress they don't like pro football's player draft.

The three bowl-winning college coaches expressed the same low opinion of legislation designed to relieve professional team sports of many antitrust law restrictions.

Oklahoma's Wilkinson, Michigan State's Daugherty and Tennessee's Wyatt testified yester-

day before the Senate Antitrust subcommittee.

They hit the draft line harder than any witnesses since hearings began last summer.

"Very unfair," each said of

the system by which National Football League teams acquire

exclusive bargaining rights with

designated college players.

They disagreed with NFL Commissioner Bert Bell, who

contended that the league would collapse without a draft to equalize the strength of all 12 pro teams. They questioned whether one club could tie up all the good players.

"A Bad Mistake"

Wilkinson, draft aside, declared he would recommend pro football only to men of superior skill. . . . "A Sammy Baugh, a Sid Luckman or a Doak Walker." It might also help those with a definite goal, such as a career in law or medicine, to pay for advanced education, he said.

"Beyond that," he testified, "anyone who plays is making a bad mistake."

Wilkinson, president of the American College of Football Coaches association, said a collegian's only leverage in bargaining with NFL clubs is the possibility he may play Canadian football.

Free Agents

All three insisted that equalization through the draft is a fallacy, that pro scouts can never be sure they've picked the right players to shore up

weaknesses and that there's little to choose among hundreds of graduating collegians.

Daugherty said he opposed

just some discontent among U.S. coaches and officials.

McKenzie's disqualification in a controversial ruling cost the U.S. team a point. He tried to quit the 10,000-meter race and was sent back by Coach George Eastman. Soviet officials without hearing the American side ruled he was disqualified for leaving the track.

The American men won ev-

ery running event up to 5,000 meters. Bill Dellingen finished

second to the Soviet Union's Hubert Pyarankivi in the 5,000, by a matter of inches in a great performance and Phil Coleman finished second in the steeplechase.

American men scored one-

two sweeps in 7 of 19 individ-

ual events and also won both re-

lays. Of the 22 men's events,

the U.S. won 14. But they had

expected to score 8 to 10 points better.

Major League Standings

By The Associated Press

AMERICAN LEAGUE

Batting (based on 225 or more at bats) — Musial, St. Louis, .354; Mays, San Francisco, .345; Ashburn, Philadelphia, .334.

Runs — Banks, Chicago, .74; Aaron, Milwaukee and Mays, San Francisco, .69.

Runs batted in — Banks, Chicago, .28.

Home runs — Thomas, Pittsburgh, .79; Anderson, Philadelphia, .65.

Hits — Mays, San Francisco, .128;

Walls, Chicago, 123; Ashburn, Philadelphia, .122.

Double — Hoak, Cincinnati, and Skinner and Groat, Pittsburgh, .24.

Triples — Virdon, Pittsburgh, 11; Banks, Chicago and Mays, San Francisco, .9.

Home runs — Thomas, Pittsburgh, .28; Banks, Chicago, .27; Aaron, Milwaukee, .22.

Stolen bases — Mays, San Francisco, .20; Ashburn, Philadelphia, .18; Blassie, St. Louis, .14.

Pitching (based on 8 or more decl-

sions) — McCormick, San Francisco, .8-2, .607; Purkey, Cincinnati and Springfield, Philadelphia, 12-6, .867.

Strikeouts — Jones, St. Louis, 120; Podres, Los Angeles and Roberts, Philadelphia, .90.

AMERICAN LEAGUE

Batting (based on 225 or more at bats) — Cerv, Kansas City, .322; Runnels, Boston and Goodman, Chicago, .322.

Runs — Mantle, New York, .78; Cerv, Kansas City, .63; Power, Cleve-

land, .62.

Runs batted in — Jensen, Boston, .73; Stevens, Washington, .73.

Hits — Fox, Chicago, 127; Malone, Boston and Power, Cleveland, .117.

Doubles — Kuenn, Detroit, .28; Power, Cleveland, .23; Kaline, Detroit, .22.

Triples — Tuttle, Kansas City and Lampert, Washington, .8; Power, Cleveland, .7.

Home runs — Jensen, Boston, .29; Cerv, Kansas City and Mantle, New York, .28.

Stolen bases — Aparicio, Chicago, .19; Rivera, Chicago, .13; Landis, Chicago and Hersh, Cleveland, .12.

Pitching (based on 8 or more decl-

sions) — Delock, Boston, 10-1, .909; Turley, New York, 15-4, .789; Ford, New York, 13-4, .765.

Strikeouts — Turley, New York, 118; Bunning, Detroit, 112; Wynn, Chicago, 111.

NATIONAL LEAGUE

W L GB

Milwaukee 52 41 Pittsburgh 46 48 61

S. Franico 53 42 St. Louis 45 48 7

Chicago 48 49 6 Philadelphia 42 48 61

Cincinnati 48 48 61 Los Angeles 43 51 91

Tonight's Games

Baltimore at Cleveland.

Boston at Detroit.

New York at Kansas City.

Monday's Results

Detroit 5, Boston 4.

Chicago 5, Washington 5.

Philadelphia 14, Kansas City 7.

Only game scheduled.

Wednesday's Games

Boston at Detroit.

Washington at Chicago.

Baltimore at Cleveland (Night).

New York at Kansas City (Night).

NATIONAL LEAGUE

W L GB

Chicago 52 41 Pittsburgh 46 48 61

St. Louis 45 48 7

Philadelphia 42 48 61

Baltimore 48 49 61

Los Angeles 43 51 91

Tonight's Games

Baltimore at Cleveland.

Washington at Chicago.

Baltimore at Cleveland (Night).

New York at Kansas City (Night).

Wednesday's Games

Boston at Detroit.

Washington at Chicago.

Baltimore at Cleveland.

New York at Kansas City.

Wednesday's Games

Boston at Detroit.

Washington at Chicago.

Baltimore at Cleveland.

New York at Kansas City.

Wednesday's Games

Boston at Detroit.

Washington at Chicago.

Baltimore at Cleveland.

New York at Kansas City.

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Washington at Chicago.

Baltimore at Cleveland.

New York at Kansas City.

Wednesday's Games

Boston at Detroit.

Washington at Chicago.

Baltimore at Cleveland.

New York at Kansas City.

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with modern living quarters with room for expansion. Owners enjoying prosperous business. Located on good highway near Appleton.

JENNERJOHN
AGENCY
1307 N. Summit St., Appleton
Ph. RE 9-1172

MONEY MAKERS
RESTAURANT—In Appleton good volume, will arrange financing.

TAVERNS—In Appleton with living quarters.

TAVERN—New London, on Main St., includes living quarters, fixtures, and real estate, financing is already arranged. Make an offer on this one.

TAVERN—Modern downtown Sheboygan with living quarters, plus 3 additional apartments, \$500 down, balance like rent.

COMBINATION—Teen-age Bar and Restaurant.

Appleton Realty
319 N. Appleton St. Ph. 4-9501

Near Appleton
Well-Known Tavern
Dancing - Living Quarters

A real money-maker
Sell your present home and buy a business of your own.

Local Motel
10 UNITS

Plus 3 Bedroom
Living Quarters
Excellent conditions, fully equipped, year around operation. Has average \$1,000 per month income. Convenient terms for the right party. Owner must sell because of other business interests.

ENGEL Realtors
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Sinclair Refining Co.
Has for lease a modern 2 bay service station at 333 Main St. in Neenah. Complete equipment available. Call RE 4-2650.

STORE—Groceries, appliances, machinery. Only store will divide. NORTHERN FARM CO. 4-2781.

TAVERN—One of the best money makers in the Fox River Valley. This tavern is a good going business and offered for sale only because the owner desires a smaller business operation. \$23,500. Owner states he has cleared over \$1,000 last month. This business is located in Twin Cities. Personal interview only.

H. G. Meiers, Broker
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1713 S. Oneida St., Phone 3-2602
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TAVERNS-BUSINESS-Free lists.
NORTHERN SALES CORP.
Phone RE 3-4720

Vending Machines
Established Fox River Valley route. Ball point pens. \$1500 will handle.

H. F. McCarthy
(REALTOR)
421 W. College, Appleton, 4-1447

TAVERNS—SUPPER CLUBS
BEER BARS—Several at ONLY \$2,500 down, balance terms, or TRADE: FREE LIST ROMBERG SALES, Embarrass, Wisc.

MORTGAGES, SECURITIES 29
MORTGAGES, LAND CONTRACTS
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Broker
Ph. 3-2602

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or Trade!

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Land Contracts
In Neenah.
6% Interest
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For
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CASH

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115 East College Ave.
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Corporation
281 W. College Ave.
Appleton
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228 W. College Ave.
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123 S. Appleton. Est. 1924

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FIRST

... to the place where your

chances are **BEST** for getting

the kind of money you need!

Every day many Fox Cities

get cash from us. SO YOU

TOO CAN GET MONEY YOU

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ROCK

Finance Co.

APPLETON NEENAH

Opposite Sears 111 Common St.

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"Money In Minutes"

\$50 to \$5,000

Loans For Any Worthy Need

CITIZENS LOAN &

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319 E. College Ave. Ph. 3-6659

WANTED TO BORROW 31

INVEST NOW

WE CAN USE MONEY

6% interest for good 2nd

ENGEL REALTORS 3-4487

\$10,000 WANTED TO BORROW on

120 acre farm. Will pay 7% interest. Write F-62, Post-Crescent.

FARMERS' MARKET

LIVESTOCK 32

BOARS and GILTS—For sale, Emil Kaphorst & Sons, R. 1, Appleton, Wis.

HOLSTEIN HEIFER AND BULL CALVES, Purebred—with dams of better than 450 lbs. of fat. Robert Paltzer, Rt. 3, Appleton. Phone 4-5557.

PUREBRED HOLSTEIN BULLS—6 months from \$600-\$800 lbs. dam. First Hushes, Neenah.

SHETLAND PONIES—Riding horses and work horses. Phone 3-2395 or 3-2714.

SPRINGING HEIFERS, Holstein. Registered, Due in September and October. Also heifer calves, 6 to 12 months of age. Jerome Sticker, R. 1, Hortonville, Ph. 3-5433.

DOGS, CATS, PETS 41

AFGHAN HOUNDS—3 months old, lovely pups for children. Party pup. Robert Ph. ST 3-2855 before 10 a.m. or after 9 p.m.

BOXER PUPPIES—5 weeks old, A.R.C. registered. Ph. RE 3-7115.

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COLLIE PUPPIES—Very affectionate. Reasonable. Ph. 3-4299.

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GERMAN SHORTHAIRED PUPPS—months old. AKC registered, champion stock. Write Ray Wachholz, R. 1, Box 260, Oshkosh, Phone BE 1-7688.

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PUPPIES, Chihuahua—Tiny, AKC registered. Ph. RE 3-9760.

PUPPY, Cocker Spaniel—3 months old. Has shots and is trained. Phone 3-4110.

RABBITS—35c and up. Robert Blazer, Black Creek, Phone 6172.

SPRINGER—With puppies. Cocks. Golden Labrador, Humane Society. Phone 3-1717.

WEIMARANER—1 year old AKC registered male. Fully trained. Phone 3-3412.

LAWN & GARDEN SUPPLIES 42

A-1, Rich, Dark Top Soil

Immediate delivery. John C. Hietpas, Little Chute. Phone ST 8-2717 or ST 8-2568.

A-1, Rich, Dark Top Soil
Also manure, fill, dirt and sand. Ph. ST 8-1365

BLACK DIRT. Rich, clean

dark loose. Also beautiful sod

Gib Schulz, Phone 2-5926.

Black Dirt

Choice top soil. Not muck or swamp dirt. For well fertilized and worked top soil. Phone 4-1125. Robert Techlin.

BLACK DIRT — CHOICE

50c a bushel. Schuh Supply Co., 1602 N. Ballard.

BLACK DIRT — FINE, fertil.

good quality. \$8 a large bag.

FRANCIS SCHULZ, 2-1071.

POULTRY AND SUPPLIES 34

HATCHING ON ORDER

BADGER STATE CHICKERY

1709 E. Wisconsin Ave. RE 3-8303

LIVE POULTRY WANTED

Loewe Poultry Company, Hwy. 57

Hilbert, Wis. Phone 102W

FARM EQUIP. & SUPPLIES 35

COMBINE, Case 6-A—Secure clean

cycle bar, pick-up, grass seed,

etc. Ken Kasten, R. 1, 2.

DAVID BRADLEY
Gear Driven—5 1/2 h.p.

20" Chain Saws

Regular \$109.95

NOW \$177.88

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312 W. College Ave. Ph. 4-1421

FARMWY BARN CLEANER
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GRAIN BLOWER—With 33 ft. of pipe and hopper. Phone RO 6-2232.

JAY CHOPPER, John Deere, \$55.

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ne, \$150.

LAKESHORE FARM at Harrisville

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MILK COOLER—8 cu. ft. with

drum. New. Phone ST 8-1255

DRYER—1000 lbs. of laundry

per hour. Write Schmitz Service

Phone RE 2-8368.

20" Chain Saws

Regular \$109.95

NOW \$177.88

REAL ESTATE—RENT**SHORE—RESORT FOR RENT 61**

LAKE WINNEBAGO—1/2 mile N. of Waverly. Furnished cottage for rent by week. Plenty of sleeping space. Phone 4-6296 or 4-8246.

NEAR WAVERLY, on the Lake. Modern furnished apt. for 2 or more adults. Phone RE 4-2058.

ROBERTS LAKE—Forest county cottages for rent. Privacy. Good walleye and pan fishing. The RASSEUSES. Phone 3-2754 or 3-4240.

BUSINESS PROPERTY 62**Downtown Office**

Modern 1 or 2 rooms. Air conditioned. Phone 3-3423.

⑤ **LOW RENT OFFICE BLDG.** Suitable for clinic or professional purposes. No traffic problems. Minimum price space. 133 N. 3rd Street. LIEBER LUMBER CO. Phone PA 2-2834.**MODERN BUILDING—50 x 100.** Phone 3-0588 or 4-1405.**STORE BUILDING—Modern.** Ideal for retail business or offices. Located on Appleton's Southside. Heat and water furnished. Rent very reasonable. Write Post-Crescent Box F-64.**OFFICE SUITE 2 Room—For rent 41 1/2 E. College Ave. above Brooks. Phone 3-4742.****STORE Beautiful Ultra Modern—20 W. Wisconsin Ave. Neenah. Phone RE 3-5766.****WAREHOUSE—35,000 sq. ft. Will rent all or any part of it. Electric elevator, loading docks. Ph. RE 3-5106.****Modern Store Bldg.** Opposite Shopping Center. 750 W. Foster St. 18 x 46 ft. with basement. Nat. gas heat. Phone Mr. Hoersch at RE 3-7712 or 3-4406.**SHOP OR STORAGE—20 x 40.** Ofice 12 x 24. 100 W. Wisconsin Ave. Phone 3-5686.**OFFICE SPACE—10' x 16'.** Ground floor. Heat and water furnished \$35 per month. Inquire a 115 N. Douglas St. or Ph. 3-9317.**WAREHOUSE SPACE Available.** J. J. KELLER & Associates 145 W. Wis. Ave. Neenah 2-2848.**WANTED TO RENT 64****APARTMENT—2 bedrooms in Appleton area by 2 employed responsible people. Write Box F-65.****APARTMENT, or House—With 2 bedrooms. Wanted by responsible young woman with 2 lovely children. Phone PA 2-5525.****COUNTRY HOUSE—2 or 3 bedrooms, references. Phone RE 4-7110.****HOME—Small 2 bedroom modern, wanted. Within driving distance of Appleton. Ph. 4-8322.****⑩ HOUSE—Small—With 2 bedrooms, desired by couple. Menasha preferred. Write Box F-63.****Post-Crescent, Neenah.****HOUSE OR APARTMENT—****Wanted to rent. Furnished for 12 months. Special studio with three children. September through May. Call RE 4-2321.****HOUSE—2 or 3 bedrooms, nice location, near grade school in Appleton or Neenah. Write H. K. Sheldon, 611 S. Main St. Waupaca or call Waupaca 991.****Temporary Housing****Wanted****Furnished apartments for married students needed on Sept. 1, for 2 or 4 months. IND. THE INSTITUTE OF PAPER CHEMISTRY or Phone 4-2521, ask for Mr. Schoenberger or Mr. Wadsworth.****⑤ 3 1/2 Bedroom Home****Wanted in Neenah, Menasha or Appleton. By Kimberly-Clark employee. References available. Call PA 2-2350.****REAL ESTATE—SALE****HOUSES FOR SALE—65****Another exclusive listing****This is a 1 story, 2 bedroom home on the East Side of town that has been kept in a fine state of care. Any woman would be proud of the cleanliness of this comfortable home. Asking price \$11,900.****Allan L. Mink****Agency****826 W. Wis. Ave. Ph. 4-0911, 4-5156****APPLETON PROPERTY BOUGHT, SOLD, EXCHANGED****Geo. Lange Agency****REAL ESTATE & INSURANCE****Whedon Bldg. 102 E. College Ave.****Phone 3-4949****Appleton's West Side****Near new Catholic High. 2 bedrooms (1 is 16' x 10'), large living room, kitchen with dishwasher, bathroom with laundry tubs and lavatory, oil heat.****..... \$12,000.****Wonderful Family Home****Recently remodeled with plenty of "elbow room." Large entry hall with powder room, 30' living room with natural fireplace. Full screened rear porch, four bedrooms and bath. In down town \$110 monthly including taxes. Call E & R AGENCY 2-5466, 2-2393, 2-1987, 2-7955.****A 4 Bedroom****Home****MUST be SOLD****Two story home near new****Huntley School. Owner transferred—MUST SELL IMMEDIATELY. Price Reduced Over \$2,000.****Home features living room with fireplace, two full baths, large kitchen, dinette and two car garage. Selling Price \$21,500.****PHONE TO SEE TODAY!!****VINCENT REALTY****REALTOR Dial 4-1077****(ANYTIME)****BIG****FAMILY****This 5 bedroom suburban home would be the ideal place to raise a family. It features a large kitchen, living room, dining room and bath on the first floor.****Bus transportation for all school children. The two acre lot has plenty of nice shade trees. And best of all . . . the price is only \$12,900.****YOUR BEST BET . . . A Want Ad****REAL ESTATE—SALE****HOUSES FOR SALE—65****"Check These Easy Terms and Low Monthly Payments"****\$250 Down \$48.77 Monthly****8 years old, small home. Dining room or extra bedroom, garage.****Edge o' Town****Only 10 years old this 2 bedroom ranch has new aluminum siding, oil furnace, large lot and garage. \$15,000. PAY MONTHLY PAYMENTS!****Edge o' Town****Only 5 years old. Deluxe 2 bedroom ranch with large breezeway to 17' x 22' garage. Automatic heat, carpeting, large lot. Land contract available. Call today.****Summer Cottage****On Fire Lane 8. 4 bedrooms, large front porch, double garage, furnished, pier, boat and motor. \$15,000.****OFFICE SUITE 3 Room—For rent 41 1/2 E. College Ave. above Brooks. Phone 3-4742.****STORE Beautiful Ultra Modern—20 W. Wisconsin Ave. Neenah. Phone RE 3-5766.****WAREHOUSE—35,000 sq. ft. Will rent all or any part of it. Electric elevator, loading docks. Ph. RE 3-5106.****Modern Store Bldg.****Opposite Shopping Center. 750 W. Foster St. 18 x 46 ft. with basement. Nat. gas heat. Phone Mr. Hoersch at RE 3-7712 or 3-4406.****SHOP OR STORAGE—20 x 40.****Office 12 x 24. 100 W. Wisconsin Ave. Phone 3-5686.****OFFICE SPACE—10' x 16'.****Ground floor. Heat and water furnished \$35 per month. Inquire a 115 N. Douglas St. or Ph. 3-9317.****WAREHOUSE SPACE Available.****J. J. KELLER & Associates 145 W. Wis. Ave. Neenah 2-2848****WANTED TO RENT 64****APARTMENT—2 bedrooms in Appleton area by 2 employed responsible people. Write Box F-65.****Post-Crescent, Neenah.****APARTMENT, or House—With 2 bedrooms. Wanted by responsible young woman with 2 lovely children. Phone PA 2-5525.****COUNTRY HOUSE—2 or 3 bedrooms, references. 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Call E & R AGENCY 2-5466, 2-2393, 2-1987, 2-7955.****A 4 Bedroom****Home****MUST be SOLD****Two story home near new****Huntley School. Owner transferred—MUST SELL IMMEDIATELY. Price Reduced Over \$2,000.****Home features living room with fireplace, two full baths, large kitchen, dinette and two car garage.****Selling Price \$21,500.****PHONE TO SEE TODAY!!****VINCENT REALTY****REALTOR Dial 4-1077****(ANYTIME)****BIG****FAMILY****This 5 bedroom suburban home would be the ideal place to raise a family. It features a large kitchen, living room, dining room and bath on the first floor.****Bus. transportation for all school children. The two acre lot has plenty of nice shade trees. And best of all . . . the price is only \$12,900.****YOUR BEST BET . . . A Want Ad****REAL ESTATE—SALE****HOUSES FOR SALE—65****ABIE nd' SLATS****WELL BOYS, HOW'D YOU THINK THE SHOW WENT?****FRANKLY, GROGGINS, I THINK YOU'LL BE LUCKY TO ESCAPE WITH YOUR LIFE!****WHEN A COUPLE OF MILLION LOVESICK GIRLS TUNE IN EXPECTING TO FACE A BOB LIKE CHARLIE DOBBES AND INSTEAD THEY GET (UGH) YOU—****THEY'D RATHER DIE THAN BUY SUDS SOAP!****EVERYBODY'S (GASP) CALLING ABOUT GROGGINS!****1-844-1-PE-00 All rights reserved. © 1958 DeNoble Agency, Inc.****DeNoble Agency, Inc.****REAL ESTATE—SALE****HOUSES FOR SALE—65****Approved****"Hoepner****Homes"****W. WASHINGTON \$6,950****2 Bedroom home, oil furnace—****60' x 15' lot.**

REAL ESTATE—SALE

HOUSES FOR SALE 65

ATTENTION VETERANS

NEENAH—Hwy. 114

11 year old, 4 bedroom home, (1 bedroom down), 1 car garage, oil heat, large 132' x 352' lot. Taxes \$120.00, only \$100 Down, \$57.50 per month

NEENAH—

Paynes Point Road

3 bedroom split rock ranch with garage. Lot 100 x 180 ft. Gas heat. Only 1300 down.

NEENAH—210 High St. TRADE YOUR HOME!

3 or 4 bedroom family home, 2 car garage, new gas heat; close to schools.

NEENAH—Island Point with Lake Winnebago Channel

New 3 bedroom brick ranch with 17 x 27 ft. carpeted living room, full basement, oil hot water heating system, 2 car garage. School bus service and town pays school tuition. Lot 75 x 255 ft. on channel. Only \$2,000 down, \$100 per month with FHA financing.

NEENAH—641 Chestnut

Neat 3 bedroom home with fireplace, and carpeting. 1 bedroom and powder room down, full basement, oil heat, garage and attractive rear yard with over 1,000 flowers. \$1,800 down, \$95.00 per mo.

NEENAH—Maple St.

3 bedroom home with tile bath, oil heat, garage, nice yard, only \$1,300 down.

NEENAH—

409 W. North Water

3 bedroom home (2 down), full basement, new roof, \$1000 down to veterans, \$50 per month.

MENASHA—646 First St.

3 bedroom brick with 1 bedroom and shower down, partial basement. \$1,000 down, \$45.00 per month.

MENASHA—821 7th St.

Excellent 2 bedroom home with 12 x 19 ft. carpeted living room, venetian blinds, 1 car garage, aluminum awnings, oil heat. Only \$1,200 down, \$60. per month.

MENASHA—Keyes St.

4 bedroom home with extra large sun room, 2 car garage, oil hot water heat. Only \$1,300 down, \$70 per month.

APPLETON—

1222 W. Winnebago

Close to schools. 3 bedroom home in excellent condition, new copper piping, carpeting, gas heat, garage. Only \$3,200 down, \$78.00 per mo.

APPLETON—

167 W. Seymour

Close to schools. TRADE YOUR PRESENT HOME. 2 twin bedrooms down, 2 dormitory bedrooms up. Large carpeted living room with fireplace. Extra large 3 or 4 car garage.

APPLETON—

Northwest

Cape Cod 3 bedroom (1 down), 1 car garage, oil heat. \$3,500 Down, \$78 per month.

ENGEL REALTORS

Phone 3-4487

Evenings and Sunday

Larry Driscoll ... PA 2-8731

Anamay Johnson ... PA 2-8309

George Connell ... RE 4-3473

Les H. Herzfeld ... PA 2-1385

Jerry Verstegen ... PA 2-8185

Joyce Herzfeld ... PA 2-1383

Vi Grode ... RE 4-0905

Tony Winters ... PA 2-2222

Butch Hesselman ... PA 5-3740

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LYMAN B. CLARK

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— HONKAMP REALTY —

NEAR EDISON SCHOOL

\$8900

6 rooms and bath. Basement.

Lennos oil furnace, gas water heater. New roof and sid.

garage. Immediate pos-

session.

BRICK RANCH \$14,900

3 years old, 2 bedrooms, base-

ment, oil heat. Quality con-

struction. Will trade.

SUBURBAN \$16,500

3 bedrooms. Low taxes. Good

condition, large carpeted liv-

ing and dining room. Large

lot with garage.

Jarchow Real Estate

1228 W. Spring St.

Phone 3-8446 or 4-2558

THE SENSE AGENCY

614 N. Oneida St.

Ph. 4-5714; 4-1220; 3-2083

2 Bedroom—\$10,900

Third Ave., Appleton.

Living room with fireplace.

New furnace, young kitchen.

Water heater. New roof and sid-

garage. Immediate pos-

session.

Hugh Strange Agency

5-1931

Eves. Werner Berlins 2-0126

SELL YOUR DONT NEEDS with

a Post-Crescent Want Ad.

REAL ESTATE—SALE

HOUSES FOR SALE 65

Suburban

Brick!

Just listed, a real nice 3 bedroom brick ranch, featuring 20' carpeted living room, large kitchen and dinette with built-in Hotpoint range and oven. Full bath and powder room, attached plastered garage. Large lot. All for only \$16,500

New Expandable

\$13,800

Now under construction. 2 bedroom frame and brick expandable home in new home area on Southside. Four rooms and bath down, designed for 2 bedrooms and powder room up. All oak interior. Buy now and choose your own finishing materials and colors.

NEW RANCH

\$15,300

Now under construction. 3 bedrooms, large kitchen with GE built-in range and oven. New home area on Southside.

NEW EXPANDABLE

\$14,700

Like new 3 bedroom home (1 down), extra large carpeted living room, large kitchen, full basement, 1 1/2 car garage. Near Catholic church and school.

SOUTH SIDE

\$14,700

2 large bedrooms. Large living room, extra large kitchen, full basement, 1 1/2 car garage. Near high school. Immediate occupancy.

2 APARTMENT HOME

N. LAWE ST. ... \$16,900

Lower apartment has 2 bedrooms, living room, dining room, kitchen and bath. Full basement. Garage. Good Money Maker in a good location.

LITTLE CHUTE

\$18,500

Extra nice. Only 2 years old. 3 large bedrooms, 2 baths, 1 1/2 car garage. Mahogany woodwork. Expandable upstairs. 2 car garage. Large lot.

ALSO SHOWN SUNDAY P.M.

REAL ESTATE—SALE

HOUSES FOR SALE 65

ACTION ASSURED!

List "Yours" Here

(MEMBER BOARD OF REALTORS)

LAND CONTRACT

\$5,500

Two bedroom bungalow located within the city limits on North Meade St. 1 1/2 car garage. No basement.

NORTHEAST AREA

\$7,500

Neat newly painted modern two bedroom bungalow. Carpeted living room, full bath, central heat. Garage.

JR. HIGH AREA

\$7,000

Modern 2 bedroom expandable basement. Garage. Very neat.

CATHOLIC SCHOOL

\$11,500

Five 3 bedroom home. Good neighborhood. All nice size rooms. Divided basement. Oil heat and hot water. Garage and concrete drive. Public grade school—5 blocks. Catholic Church and school — 2 blocks.

TOWN OF GRAND CHUTE

\$14,700

Large new 3 bedroom home (1 down), extra large carpeted living room, large kitchen, full basement, 1 1/2 car garage. Large lot. Near Catholic church and school.

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TOWN OF GRAND CHUTE

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TOWN OF GRAND CHUTE

\$14,700

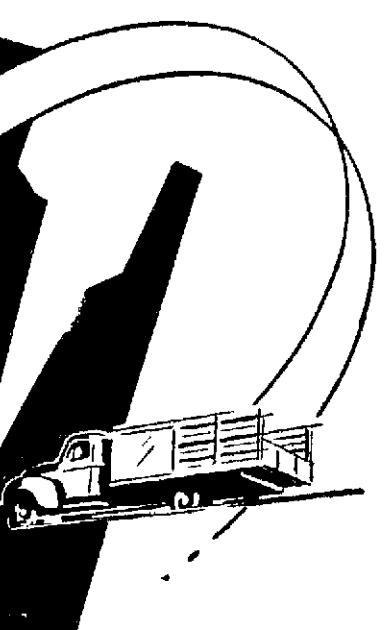
NUMBER 5 IN A SERIES OF 12

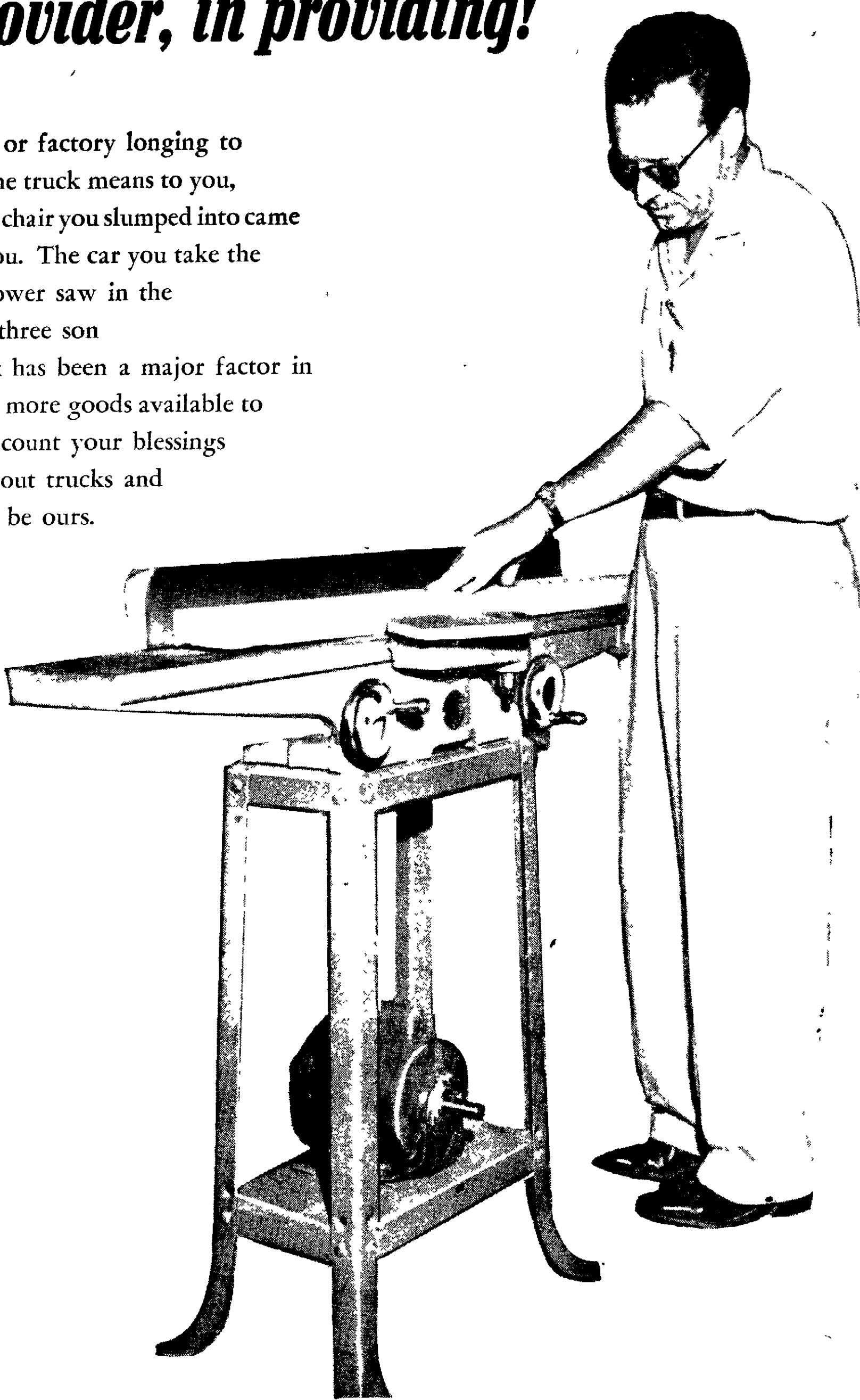
A Truck was DESIGNED with a man in mind---

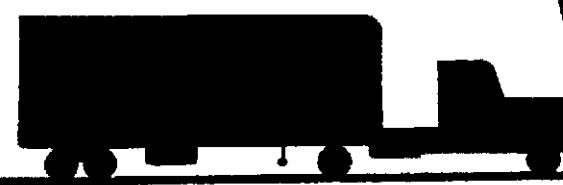
by helping to provide, the provider, in providing!

When you come home from a hard day at office or factory longing to relax into a nearby easy chair — think for a moment of what the truck means to you, your home and those you love! Even the soft chair you slumped into came by truck — as did the cool bottled drink your wife brings you. The car you take the family for an evening ride in, that brand new power saw in the work shop, even the crib in which number three son peacefully slumbers came "home" by truck. The truck has been a major factor in enabling all of us to raise our standard of living — making more goods available to more people at less cost. Yes, sit back and relax — count your blessings — and maybe for an instant remember — without trucks and trucking many of the material benefits wouldn't be ours.

TRUCKING

*makes the difference
in the* 
**FOX
CITIES**



 **IF YOU GOT IT...A TRUCK BROUGHT IT**

COMMON CARRIERS

Clipper Transit Company
Central Wisconsin Motor Transport Co.
Fore Way Express Co., Inc.
Kampo Transit, Inc.
Northern Transportation Co.
Olson Transportation Co., Inc.
Remick Transfer Co., Inc.
Steffke Freight Co.
Consolidated Freightways, Inc.
(Wheeler Div.)

CONTRACT CARRIERS

Buchert, Inc.
Appleton Transfer Co.
Checker Moving and Storage, Inc.
R. J. Verstegen Transfer Line
Harry H. Long
Muenster Moving
Twin City Moving and Storage
Graebel Moving and Storage, Inc.
Joyce Bros. Storage & Van Service
Ace Moving Service

PRIVATE CARRIERS

H. Schabo & Son
John Hennes Trucking Co.
S. C. Shannon Co.
United Grocers, Inc.
Western Condensing Co.
Courtney & Plummer, Inc.
Valley Ready Mixed Concrete Co.
Morning Glory Dairy Foods

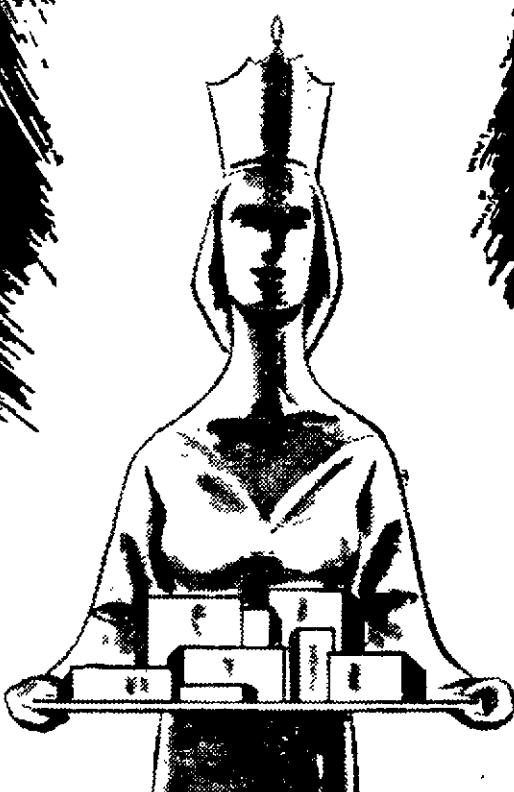
PARTICIPATING ORGANIZATIONS

Wisconsin Motor Carriers Association
General Drivers and Dairy Employees Union No. 563
Sherry Motors, Inc.
Fox Valley Truck Sales
Baur Truck Sales & Equipment, Inc.
Trailmobile, Inc.
Ray's Tire Co.
Gibson Chevrolet Truck Co.
Carl C. Peotter Mack Sales



Tuesday, July 29, 1958

1958



— Appleton Post-Crescent, Tuesday, July 29, 1958

FOURTH ANNUAL

AIDA AWARDS

PRESENTED BY MRS. FOX CITIES

APPLETON
NEENAH
MENASHA

KAUKAUNA
KIMBERLY
LITTLE CHUTE

COMBINED LOCKS

Featuring FAVORITE BRANDS . . . FIRST CHOICE in USERSHIP

\$50 Offered To Winners of AIDA Contest

Other Prizes Also
Planned During
Promotion Campaign

A \$50 U.S. savings bond will be the first place award in a Mrs. Fox Cities AIDA contest sponsored by the Post-Crescent, in conjunction with the fourth annual AIDA tabloid edition.

Second and third prizes of a \$25 savings bond and \$10 in cash also will be given.

To enter the contest, the reader must carefully check the AIDA awards tabloid of Tuesday, July 29, 1958, and must typewrite or print the following on a 8½ by 11-inch sheet of paper:

1. The name of each product receiving an AIDA statuette in 1958, as advertised in the tabloid edition.

2. The product must be one with an advertising message in the tabloid only. Multiple mentions of the same product should be counted as one.

Total Appearances

3. The total number of times the AIDA statuette or emblem appears in the tabloid, including all illustrations, advertisements and news content.

Entries will be judged on the basis of the correct total number of answers, accuracy, neatness and originality. In case of ties, the entry bearing the earliest postmark will be judged the winner and, in case of identical postmarks, prizes will be divided.

All entries must be accompanied by an entry blank and all must be mailed to AIDA, Post-Crescent, Appleton, Wis.

The contest closes at midnight, Sunday, Aug. 3.

Magazine Publisher Adds to His Collection

Mobile, Ala. — Wayne Parrish of Washington, D.C., publisher of various aviation magazines, recently collected the Mobile municipal airport.

It's a hobby with the publisher to touch down on as many airports as he can and thus add each one to his collection. He estimates he's collected between 550 and 600 airports in

the United States and about 75 foreign countries so far. He doesn't have too many more to go in this country, either.

1958 AIDA
USERSHIP AWARD

FIRST IN USERSHIP
IN THE
FOX CITIES
11th Annual Consumer Buying
Habit Study
APPLETON-NEENAH-MENASHA
CITY ZONE

ATTENTION - INTEREST - DESIRE - ACTION
Presented by Mrs. Fox Cities

APPLETON POST-CRESCENT
APPLETON - NEENAH - MENASHA, WISCONSIN

This Certificate, highlighted by the AIDA statuette, is presented to each brand leading in buyership in its category in the Fox Cities as shown by the Post-Crescent Consumer Buying Habit study.

National Picture

Soft Drinks in Cans Popular, Change in Marketing Indicates

Pleasure-loving Americans with a healthy thirst for carbonated beverages owe a debt of gratitude to the genius of an 18th century Briton.

For Joseph Priestley, the great English scientist, really started something when he discovered the secret of carbonated water more than 175 years ago.

In the United States alone, the Can Manufacturers institute reports, the average person consumes more than 188 soft drinks a year with increasing numbers finding extra convenience in the newest soft drink container — the modern steel can.

Priestley, who also discovered oxygen, hardly could have realized the importance of his invention when in 1772 he presented a paper to the Royal Society of London on the subject, "Directions for Impregnating Water with Fixed Air."

Shortly thereafter the American soft drink was born when a chemist added fruit juice flavoring to the carbonated water a Philadelphia doctor was using to treat his patients.

Popularity Grows
As the popularity of these drinks grew so also did the methods of marketing them. They've come a long way since 1772 — from a chemist's beaker — to bottles and soda foun-

tains and now to the familiar 1-way container — the steel can, newest container for the scientific packaging of carbonated beverages.

Canned soft drinks, in the specially-constructed cans used today, have made a big hit with the public since their introduction only four years ago.

Americans drank 373 million cans of all kinds of soft drinks last year and, according to the institute, it is estimated that 500 million cans of sparkling beverages will be consumed by thirsty citizens this year.

Most soft drink fans agree that the reasons for the canned beverage's growing popularity are its convenient shape for storing in the pantry or refrigerator, the fact that it chills quickly, and its ease of disposal after use.

Variety of Flavors
The thirsty consumer here at home has a wide variety of brands and flavors from which to choose. Nineteen of the 25 leading soft drink brands are using cans and it is estimated the public can choose from about 100 different brands or flavors of canned soft drinks.

The most popular flavor in carbonated beverages today is cola, which accounts for about 58 per cent of the soft drinks consumed in the U. S. Lemon-and-lime follows with eight per cent, while orange, ginger ale, root beer, sparkling water and grape follow in that order.

So the next time you open a can of a frosty, bubbling beverage, drink a toast to the man who made it possible — Joseph Priestley.

Increasing consumer demand for canned soft drinks is providing a handsome profit margin for food retailers, particularly supermarket operators, the institute reports.

Basic Reason
The basic reason for this bright retailing picture, according to the institute, appears to be the fact that the modern consumer conveniences provided by cans fit in completely with the modern merchandising concepts and practices of today's supermarkets.

Supermarket merchandising, based on the principles of rapid self-service, a minimum of personnel, total emphasis on convenience purchasing and convenience packaging, finds

the can especially suited to this type of retail selling.

A series of market checks have turned up these facts:

1—Deposits and returns are a problem and cans require no deposits . . . no returns.

2—Handling can be a major store headache, and the unbreakable cans require a minimum of handling care.

3—With storage and shelf space at a premium, cans save space.

In short, the surveys found that the supermarket customer is looking for convenience, and cans are the top convenience package for soft drinks.

Grocery Outlet

Beverage producers, too, are becoming increasingly aware of the value of the supermarket as an outlet for their canned soft drinks.

A recent survey by a leading soft drink journal showed a spectacular growth in this awareness. In 1956, 35 per cent of beverage producers interviewed said that supermarkets were the best outlets for their products. Last year, however, 54 per cent of these same beverage producers held that supermarkets are their prime outlets.

As for the store operators themselves, a survey made late this winter among 300 retailers in five key city-markets revealed many interesting facts but one finding dominated the rest.

In not a single instance did a retail store manager report dissatisfaction with his winter sales of canned soft drinks.

Seem Happy

In fact, many of the retailers went out of their way to observe that "cans are here to stay," "cans sell winter and summer," "cans are moving faster this winter than last winter," etc.

All of these independent surveys among various elements of the carbonated soft drink business inevitably point to one major conclusion, the institute declares.

Industry leaders "in the know" realize that cans make it easier for consumers to purchase soft drinks and, consequently, they will buy more of these beverages. They know, too, the greater this demand the greater will be their return in sales and profits.

Buyership Up For Top Brand Of Macaroni

White Pearl Shows 50 Per Cent Increase In Number of Uses

A jump in buyership of nearly 50 per cent for White Pearl packaged macaroni and spaghetti is the biggest single factor in the greater usership of these products this year.

According to the Post-Crescent Consumer Buying Habit study, 92 per cent of Fox Cities families keep macaroni and spaghetti on their cupboard shelves this year, a jump from 84.3 per cent in 1957.

The White Pearl brand, bought by 22.1 per cent of the total buyers in 1957, now is used by 33 per cent, although the other top five brands have shown just slight fluctuations in the last year.

Second place Creamettes, with a 13.3 percentage in 1957, now is bought by 11.3 per cent. Ann Page, like the top two brands still in the same position it held last year, is third at 7.5 per cent, after 7.3 last year.

Delmonico, fourth at 5.8 per cent, is also in its 1957 position, when it was the choice of 7.2 per cent of users. The fifth place brand, Table Charm (Krambo), rose from its 1957 eighth place 2.1 percentage points to fifth place at 4.8 per cent.

Top brand White Pearl is sold by two of the four area chain grocery stores, Creamettes by three, and the other named brands by one each.

AIDA Basic Components Of Advertising

AIDA, the golden statuette presented to the brands which are the first choice of Fox Cities women, will appear for the third time this year.

AIDA's name, pronounced I-ee-da, is made up of the four basic components of all good advertising:

Every advertising message must first Attract attention by use of illustrations.

Every message must be of vital Interest to some specific reader and, at the same time, awaken and capture others.

Every message must create Desire for the product appealing to motives that stimulate.

Every message must get immediate or delayed Action by telling the reader what to do, how to benefit or when to act.

AIDA was the idea of Will Olson, Post-Crescent copy service director, and was designed by Fred Schmidt, Post-Crescent artist.

She is presented on a certificate to the brands ranking first in their categories in the Post-Crescent Consumer Buying Habit Study and to the advertising agencies for these brands.

Bug's Boy's Friend; Won't Give Him Up

Oklahoma — When 3-year-old Jay Sullivan went into the house after helping his father in the yard, he was scratching his chest.

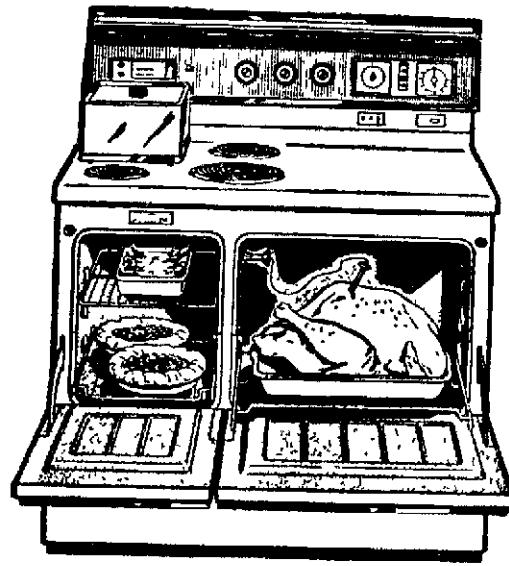
He told his mother there was a bug under his shirt. The worried mother said: "Let me get it out."

"No, he's a friend of mine," young Jay answered.

Hotpoint

Ranges and Dishwashers

are 1st Choice Again of Fox Cities Families!

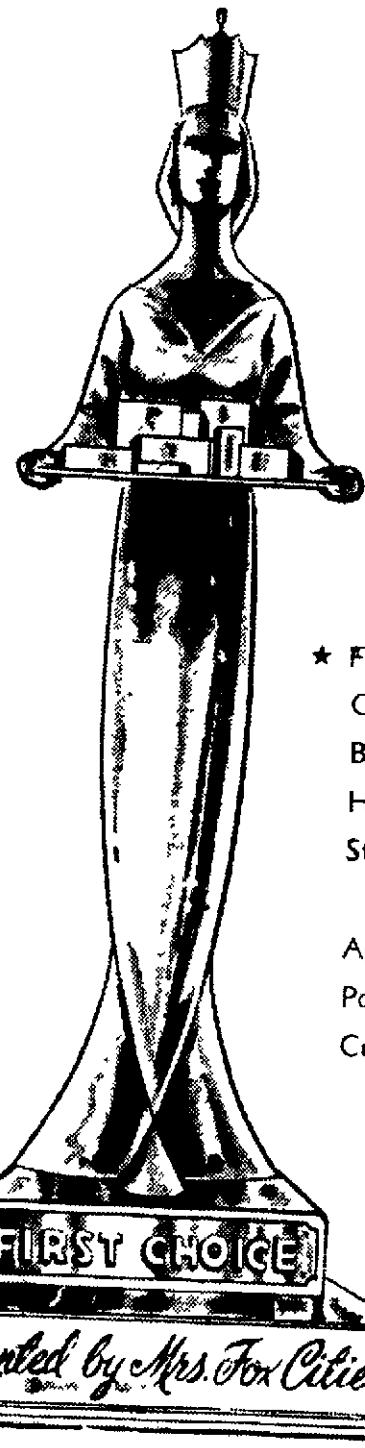


AND FOR GOOD REASONS TOO . . .
HOTPOINT HAS A COMPLETE LINE OF
RANGES AND DISHWASHERS TO FIT
YOUR EVERY NEED. THAT'S WHY . . .

***22.6%** of Fox Cities Families Own
Hotpoint Electric Ranges and

***30.3%** of Fox Cities Families Own
Hotpoint Dishwashers.

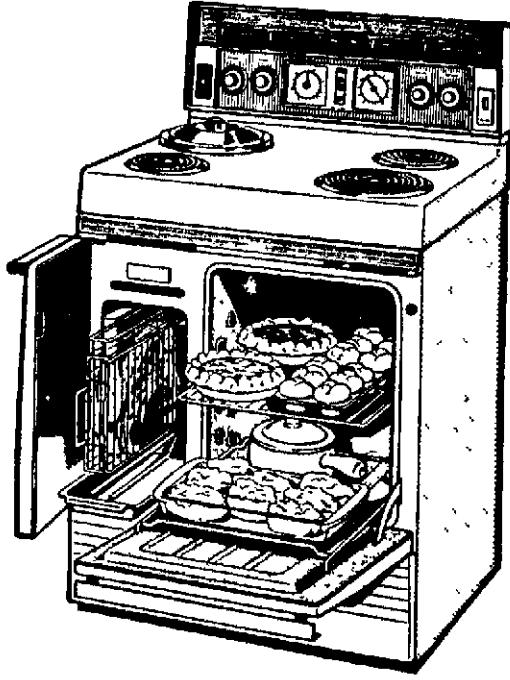
SEE THE DIFFERENCE TODAY!



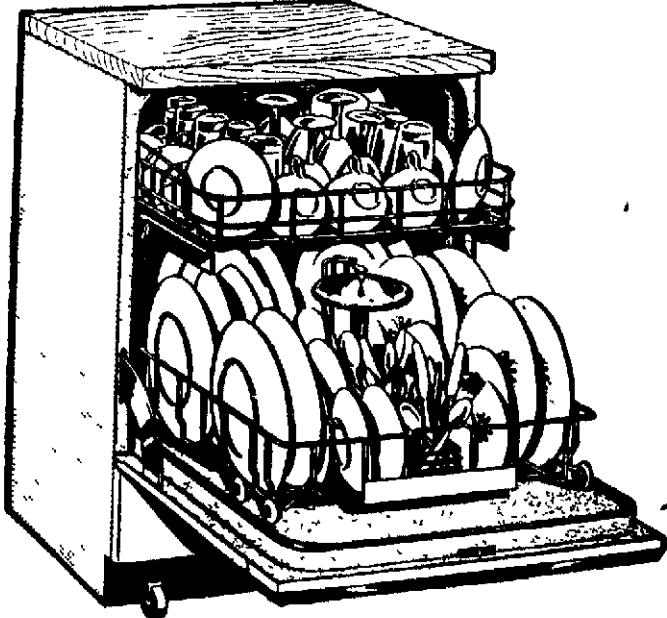
Hotpoint Ranges Exclusive Features

Include

- Wide - Wide Oven
- Touch Open Storage Drawer
- Musical Meat Thermometer
- Roto-Grill Rotisserie
- Vertical Broiler



★ From 1958
Consumer
Buying
Habit
Study
of the
Appleton
Post-
Crescent



Hotpoint Dishwashers

Exclusive Features Include:

- SPOTLESS RINSING and DRYING
- DOUBLE DECK WATER ACTION
- UTENSIL CYCLE
- TWO COMPLETE WASHINGS
and RINSES
- AUTOMATIC DUAL FILTER

Presented by Mrs. Fox Cities

SEE THE OTHER
FINE HOTPOINT
APPLIANCES . . .

You'll Find Better
Values at Lower
Prices Now!

SEE THESE RELIABLE DEALERS TODAY!

BECHER
ELECTRIC

Menasha

HARTJES
ELECTRIC

Kaukauna

WILLIAM
KRUEGER Co.

Neenah

LAMERS
HARDWARE

Little Chute

McKINLEY
SALES Inc.

Appleton

1 Housewife in 8 Doesn't Buy White Bread

Elm Tree Remains Leading Brand in Fox Cities Area

Though white bread seems to be a staple item in all homes, particularly during the summer picnic and sandwich days, 12.5 per cent of Fox Cities residents do not buy it.

Of the 87.5 per cent who do, Elm Tree still is the brand eaten by the largest percentage of households in the area — 41.1 per cent, after 40.5 per cent last year. Elm Tree also has a lead in each of the three areas of the Post-Crescent Consumer Buying Habit study, Appleton, Neenah-Menasha and the combined area of Kaukauna, Kimberly, Little Chute and Combined Locks.

In the total figures, Wonder bread has risen from third to second place and from 9.2 to 11.1 per cent. Cobb's Sunbeam, which it displaced, dropped from 12.3 to 10.4 per cent.

Omar, fourth place last year and this year, shows a percentage rise from 6.8 to 9.2. Last year's seventh place bread brand, Quaker Dairy, is fifth, with a user percentage rise of 5.5 to 5.7.

Appleton Figures

A breakdown by areas shows Elm Tree the choice of 45.1 per cent of users in Appleton, up from 44 per cent last year. Quaker Dairy, fourth last year at 8.4 per cent, climbed to second with a 10.7 percentage.

Third place Cobb's Sunbeam, at 9.9 per cent this year, was second in 1957 at 10.9 per cent. Wonder and Omar bread, now fourth and fifth respectively, last year were fifth and sixth. They show percentage rises from 7.5 and 7.3 to 8 and 7.8.

Of the top five brands in Neenah-Menasha, only first and second place Elm Tree and Wonder bread remain in their 1957 positions, with user percentage changes from 39.7 to 39.1 and 14.3 to 18. Omar, sixth last year at 6.3

Record \$24,965,000 Spent for Food in County During Year

New York — A record \$24,965,000 was spent last year for food in Outagamie county, topping \$24,288,000 from the year before.

This covers only purchases of food for home consumption—in supermarkets, grocery stores, bakeries and meat markets.

Added to this were expenditures in restaurants, at soda fountains and in other places selling food and beverages for on-the-spot use.

This year's purchases in the local food stores, if apportioned equally among the local population, would represent an outlay of \$935 per household, more than the state average of \$897 per household.

Market Study

The facts are brought out in the annual marketing study made by the Standard Rate and Data service to determine how and for what the consumer spends his retail dollar. The survey covers all sections of the country.

Among Outagamie county's retail stores, it shows, those selling food collected a larger part—21 cents—of the consum-

Hormel Has Large Lead in Canned Chili

Chances are the canned chili con carne opened by Mrs. Fox Cities on a chilly winter evening is made by Hormel.

This brand taken most often from area supermarket shelves has established its first place position even more solidly in the last two years, according to the Post-Crescent Consumer Buying Habit study. Bought by 51.4 per cent of area users in 1956 and 50 per cent in 1955, it is now bought by 58 per cent.

Canned chili con carne is now bought by 11 per cent of area residents, the survey shows, compared to 11.8 per cent in 1956.

Broadcast, the No. 2 brand, is being bought this year by 12.3 per cent of users, compared to 23.7 per cent in 1955 and 14.8 per cent in 1956.

Armour and Van Camp have kept their respective third and fourth place positions. For Armour it was 5.7 per cent of buyers in 1955, 9.2 per cent in 1956 and 7.2 per cent this year. In the same years, Van Camp registered 2.1, 1.4 and 4.3 per cent.

Heinz, not on the market in 1956, now is in fifth place, bought by 3.6 per cent of canned chili con carne users.

Hormel and Broadcast brands are sold at all four of the area chain grocery stores, Armour at one. None of them handle Van Camp and Heinz.

per cent, is third with 8.3 per cent. Jane Parker has risen from a 3-way tie for seventh at 4.2 per cent to fourth and 5.7 per cent, and Kroger is up from eighth at 2.9 per cent to fifth and 4.9 per cent.

In the combined area Elm Tree has risen from 31.7 to 32.4 per cent to keep the lead, and Cobb's Sunbeam dipped from 24.9 to 23.2 per cent to keep its second place berth.

Omar is up from a 3-way tie for fourth place at 6.3 per cent last year to third place and 15.1 per cent. Van Thull, last year tied for fifth at 5.3 per cent, is fourth at 8.6 per cent.

Another rise was recorded by fifth-place Harvest Queen (Red Owl), last year sixth at 3.7 per cent, now up to 8.1 per cent.

Many housewives, also, chose to spend more in order to get "convenience" foods, such as shaped hamburger patties, shelled peas and cut-up chicken, as well as frozen and pre-cooked products.

More Money

As a whole, the public had more money available for spending during 1957 than they had the year before. Most, but not all, of the other retail lines also did well in the year, according to the survey.

Stores selling new and used cars and other automotive equipment, except trucks, had sales totaling \$21,538,000, equal to 18 cents of the retail dollar.

General merchandise stores accounted for \$18,579,000, amounting to 16 cents.

Sales in apparel shops came to \$5,080,000, or 4 cents while drug stores chalked up \$2,849,000, equal to 2 cents of the dollar.



Drip and Grind Coffee is favored by most Fox Cities housewives but instant brands are finding their way into more homes each year. Fans of regular coffee number 85.7 per cent of area shoppers, the Post-Crescent consumer buying habit study reports. The quickie varieties are used by 58.8 per cent.

Instant Coffee Gaining Favor of Homemakers

But Over 85 Per Cent of Shoppers Still Buy Old-Fashioned Kind, Too

Mrs. Housewife still takes her coffee the old-fashioned way, but instant varieties are gaining more and more favor with her.

Perk and drip coffee claims the patronage of 85.7 per cent of Fox Cities families, the Post-Crescent's Consumer Buying Habit study shows. But the instant brew is rapidly becoming more common. It's used by 58.8 per cent of the consumers studied, a jump of 10 percentage points over last year.

Meanwhile, perk and drip fans are becoming fewer. The percentage of non-users of regular coffee has doubled in the past five years, the survey finds.

A few labels are capturing the coffee dollars of most shoppers. Out of thirteen brands of regular coffee and eleven of instant coffee named by the housewives, the great majority of users stick to three brand names in regular coffee and four in instant.

Traditional Leader

Topping the list of the traditional coffees is Hills Brothers, leader of the field since the first Post-Crescent survey in 1948. One out of three regular coffee drinkers buys the brand.

The same label took over second place in usership this year among the instant types. A newcomer to the concentrated coffee field, Hills Brothers, first appeared last year, purchased by 1.2 per cent of the users. It advanced to 14.9 per cent this year.

Fox Cities housewives bought more Butternut regular coffee this year than formerly, increasing Butternut's share of coffee users from 17.6 per cent last year to the current 23.4 per cent. The brand has been rising each year from about 13 per cent in 1954.

A and P's Eight o'clock brand

Canned Meats Being Used by More People

Spam Strengthens Lead as First-Place Brand in Survey

More Fox Cities housewives are making canned luncheon meats a part of their supper and luncheon menus this year than in the last four survey years, and more of them are using Spam made by Hormel.

The Post-Crescent Consumer Buying Habit study shows that 36.3 per cent of the area population now uses canned luncheon meat, compared with 32.7 per cent in 1955 and 30.8 in 1956.

In the same years, Spam has strengthened its buyership percentage from 59.5 in 1955, 60.4 in 1956 and 68.2 this year.

Same Places

The second, third and fourth place brands have kept their same positions in the last few surveys although their buying percentages are down.

Treet, by Armour, is second with 12.1 per cent, after 19.1 in 1955 and 14.4 in 1956. The third place brand, Prem, by Swift, now has an 8.1 percentage, compared with 10.7 in 1955 and 9.8 in 1956. Redi-Meat by Broadcast, third with 5 per cent of the buyers, had user percentages of 7.4 in 1955 and 7.9 in 1956.

Super Right, a brand not on the market in 1956, is fifth in the survey, used by 1.8 per cent of buyers.

The top two brands are sold by all four of the area chain grocery stores, the third and fourth place brands by three and the fifth place brand by one.

Fashion Commentator Has New Daughter

Los Angeles — Jeanne Cagney, actress and fashion commentator on the television show "Queen for a Day," has a brand new daughter.

A 7-pound, 8-ounce girl was born Sunday at Good Samaritan hospital.

The actress, sister of James Cagney, is married to Jack Morrison, a theater arts instructor at UCLA. They have another daughter, Mary Ann, 2.

More Shoppers Buying Prepared Cake Mixes

Betty Crocker Leads Pillsbury to Take Over Top Position for First Time

The days when Mrs. Housewife always bought her ingredients separately and mixed a cake from scratch are vanishing in the Fox Cities.

Mix-it-yourself cooks are losing ground to fans of the speedy prepared cake mixes, reports the 11th annual Post-Crescent consumer buying habit study. In the last four years users of prepared mixes have increased from 73 per cent of area shoppers to 82.8 per cent. And for the first time this year those who

per cent of cake mix fans and Pillsbury by 40.2 per cent.

Betty Crocker's capture of the most-used title climaxes four years of battling with Pillsbury for Fox Cities dollars. The two began tying for the honor in 1955, when Betty Crocker jumped from a background position to claim the patronage of one in three prepared mix users. Pillsbury's backing then stood at just above 50 per cent. Since then the margin separating the competitors has shrunk steadily.

Next in line is Duncan Hines, the brand bought by 29 per cent of the package bakers. Duncan Hines has shown a rise from its 22.3 percentage of last year, but it's below the 35.7 per cent recorded in 1954.

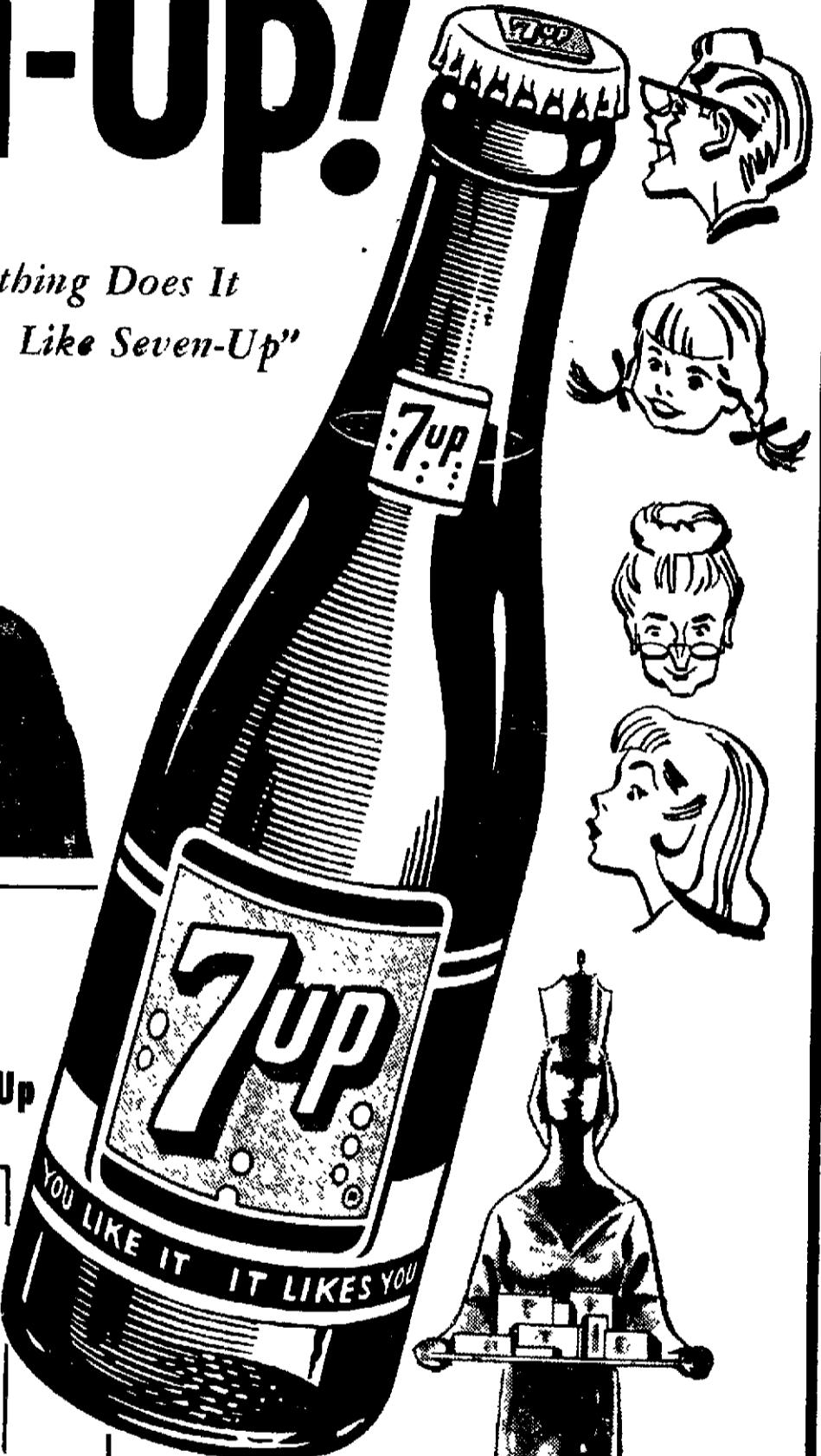
Large-Scale Baptism

Taichung, Formosa—One of Formosa's biggest mass baptismal ceremonies was held here recently by Roman Catholic missionaries, led by the Rev. Henry L. Faucher, of Pawtucket, R. I. More than 650 were baptized in the rites.

Guess Who's FIRST Mom?

Seven-Up!

*"Nothing Does It
Like Seven-Up"*



HERE ARE THE FACTS...

48.8% of the Fox Cities Families Prefer Seven-Up

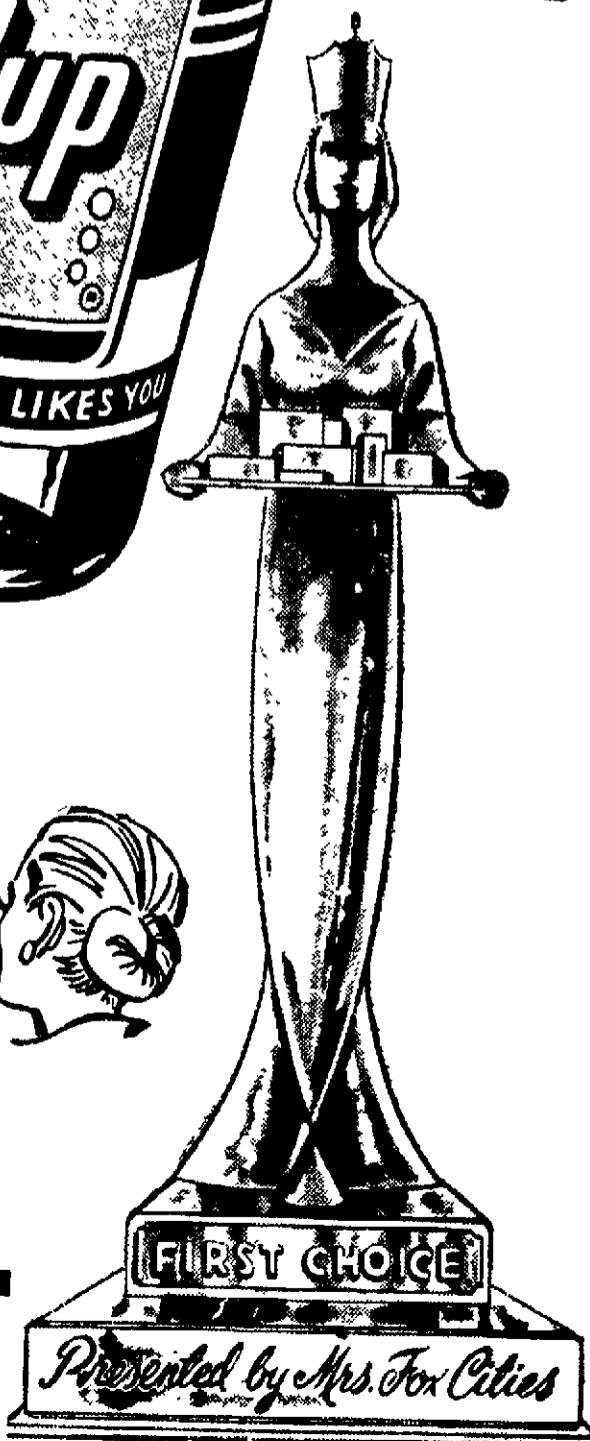
Brand	1958	1957	1956	1955	1954
SEVEN-UP	48.8%	44.9	42.3	33.6	26.2
B	30.7%	27.4	35.8	29.0	28.0
C	20.5%	19.7	17.8	13.7	8.0
D	12.6%	4.2	4.4	4.8	4.8

**Most Everyone Likes Seven-Up . . .
Young and Old**

Good at home, at work and play, during sickness too . . . and don't forget Seven-Up plays an important part at your adult parties and in the kitchen. Write for free Seven-Up recipe book.

SEVEN-UP BOTTLING CO.

OSHKOSH, WISCONSIN



CONSUMER BUYING HABIT STUDY



Mr. and Mrs. Fox Cities and their youngster are pictured going shopping on the grey, white and red cover of the 11th annual Post-Crescent Consumer Buying Habit Study. A new index guide is featured along the right edge of the booklet. The study contains data about shopping habits, reading habits, product usage and brand buying in the Fox Cities. (Post-Crescent Photo)

Interviewers Talked To 1,255 Housewives

Northwestern Students Checked Buying of 72 Types of Products

The Post-Crescent's 11th annual Consumer Buying Habit Study basically is the result of talking to 1,255 housewives in the Fox Cities.

It is estimated that these women represent slightly more than 4 per cent of the 30,902 families and 128,552 people in the city zone. Interviews were made with approximately four housewives per 100 homes. Homes were chosen at random in particular sectors which were set up, according to population density.

The survey is not intended as a preference study, since housewives were asked what brands they bought, not which they preferred. However, experience has shown that there is a relation between ranking in the survey and the share of the Fox Cities' market. In the survey questionnaire, no attempt was made to find out amount bought or how often, so the survey cannot be used as an indication of sales volume for a particular article or brand.

Interviewers, as in previous years, were senior and graduate students of the business management sequence, Medill School of Journalism at Northwestern University. They worked under direction of Dr. Charles L. Allen, professor of journalism and director of research. The interviews were made April 10 and 11, this year.

Areas Covered

Interviews were with only women over 17 and they were not allowed to see the interview questionnaire. The women interviewed could answer questions three ways — give the name of the brand or brands bought, "don't know," or "don't use."

There are 72 product classi-

Add Index Guide To 11th Annual Consumer Study

A handy new index and a grey, red and white cover identify this year's Post-Crescent consumer buying habit study.

The index, added in the '58 survey for the first time, makes it possible to turn to any given section of the study quickly.

The survey is published in booklet form and contains market data compiled from interviews of Fox Cities consumers.

Covered in this year's 11th annual consumer study are shopping habits, newspaper data, grocery products, drugs and toiletries, beverages and tobacco, TV and appliances and automotive choices. Copies are made available to manufacturers, advertising agencies and others with a need for Fox Cities market facts.

The study is printed by an Appleton firm on paper made by two area companies.

Second Hand Store Application Made

An application to operate a second hand store at 429 W. College avenue has been submitted to the city council by Guy Quimby, agent for Valley Ad Mart. The application will go to the city council Aug. 6.

for Brian.

"I'm going to start all over," the father added as they left. "See you in another five years."

It took two tellers three hours and 14 minutes to count the money — \$909.51. Ulrick said he has been saving his pocket change for five years as a down payment on a college education for Brian.

Mrs. Fox Cities listed seven other brands used in her babying projects, but none claimed fans numbering over 16 per cent of flour buyers.

Nearly All Fox Cities Homemakers Use Flour

Pillsbury, Gold Medal Command Four-Fifths Of Fox Cities Market

It would be hard to find an area kitchen with no flour in it.

Barely one Fox Cities housewife in 100 says she's not a flour user, with a majority of

98.7 per cent claiming it's on their shopping lists.

But in spite of the large number of homemakers buying flour, two brands dominate four-fifths of the market. Pillsbury and Gold Medal continued their long history of heading the flour list this year with nearly equal followings of about 40 per cent each.

Pillsbury records patronage accounting for 40.4 per cent of flour consumers in the current survey. Pillsbury still occupies the first-place spot, but this year's is the smallest portion of the market reported for the firm in recent years.

Close behind is Gold Medal, now at 38.9 per cent. Pillsbury-Gold Medal competition shows the margin between the two at a narrow 1.5 percentage points. The dueling labels haven't been that close together since 1955, when Pillsbury claimed 43.4 per cent of the market and Gold Medal 42 per cent. Pillsbury jumped to a long lead of about 17 per cent points the next year, but Gold Medal has gained steadily since.

Mrs. Fox Cities listed seven other brands used in her babying projects, but none claimed fans numbering over 16 per cent of flour buyers.



wise mommy knows
little clothes need
beauty care, too!

with



FOR FINE FABRICS

Safe and gentle... best for nylon, orlon, rayon, wool, fine cottons and colors! Just what you need for keeping baby's or toddler's clothes fresh, bright, white! Contains everything for sudsing in one package. Get **Kroma-X** today! A **Hi-lex** premium product.



84.9%

OF FOX CITIES RESIDENTS
OWN THEIR
HOMES!



We're Proud To Own Our Home In The Fertile Land Of The Fox!

It's good business to own your home where Secure, High Paying Work Opportunities are Plentiful.

Property Values have been steadily increasing which makes for a Secure Investment and an Appreciated Equity.

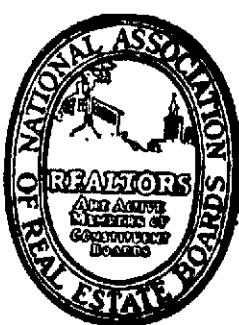
Our Fine Educational Facilities provide our children with the opportunities for education which we as parents are eager to give them.

Our Lovely Parks, Athletic and Recreational Facilities afford the opportunities for recreation supervised play and athletics . . . so important for the good health and welfare of the entire family.

To Really Start "LIVING" you too should own your own home in this "GREEN VALLEY OF THE FOX" and enjoy the many advantages home ownership in The Fox Cities provides.



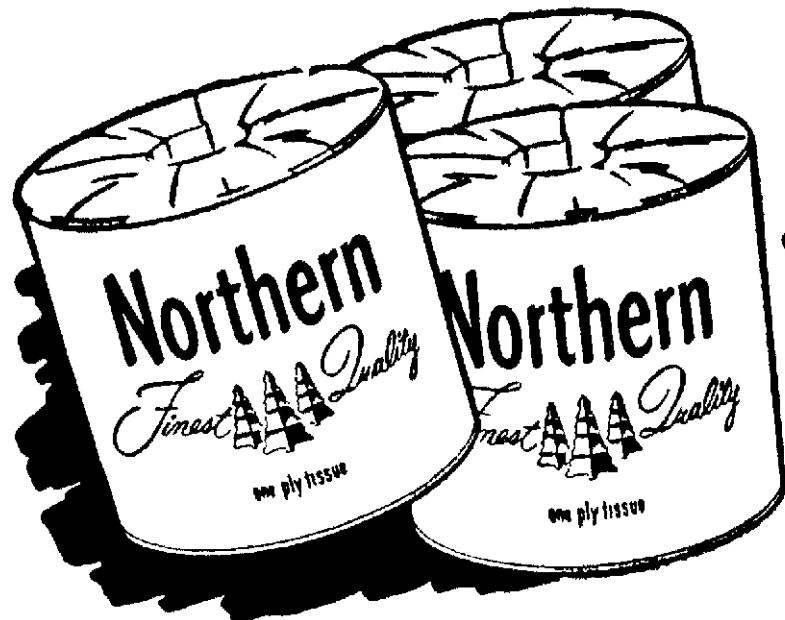
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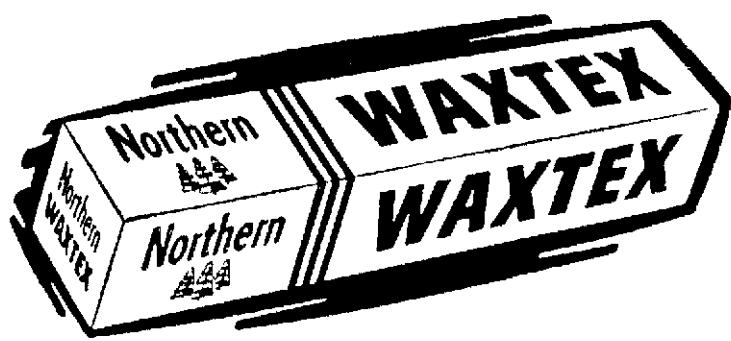
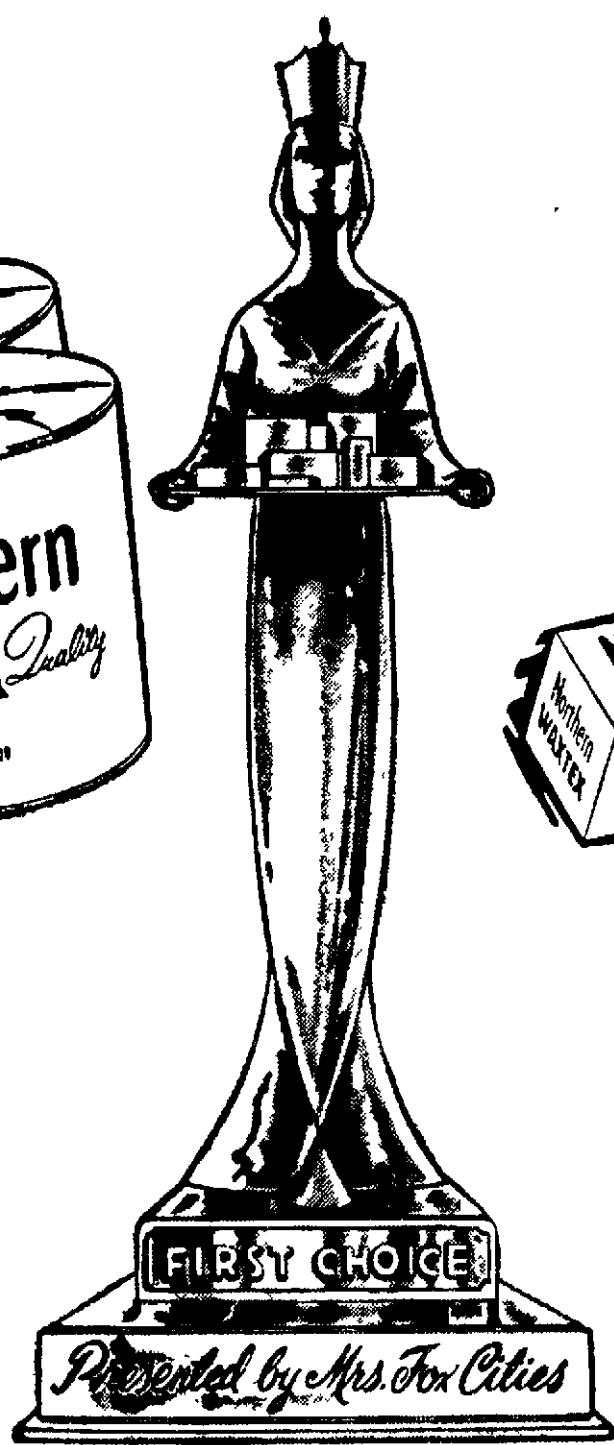
for the 11th year...

FIRST!



NORTHERN TISSUE

**Softness is
Northern**



NORTHERN WAXTEX

**The Waxed Paper
that's
Inner Waxed**

Thank you, Mrs. Fox Cities

• • • • • • • • • • • • • • • •

NORTHERN PAPER MILLS

A Marathon Division of American Can Company

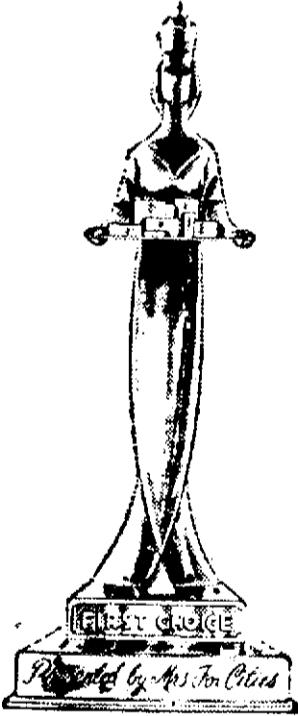
FIRST . . . in Usership for 9 Consecutive Years!

THANK YOU . . . Mrs. Fox Cities! For nine consecutive years now . . . you have been allowing us the distinct pleasure of claiming the FIRST CHOICE in usership in the Fox Cities. Now, for three times, in a period of 26 months, we have received the AIDA AWARD. Since this survey is made independently by Medill School of Journalism, Northwestern University and published by the Appleton Post-Crescent, Elm Tree Bakeries accept your decision with pride. Today this honor is a tribute to you and a lot of good neighbors like you, who have preferred Elm Tree Bread.

ELM TREE WINS 3rd AIDA* AWARD

Presented by The Appleton Post-Crescent

*Taken from the 11th Annual
Consumer Buying Habit
Study of the Appleton, Neenah-
Menasha City Zone of 1958.



1958

Consumer Preference APPLETON — NEENAH — MENASHA		
	1958	1957
Elm Tree	41.1	40.5
Brand B	11.1	12.3
Brand C	10.4	9.2
Brand D	9.2	6.8
Brand E	5.7	6.1
		1956



Quality Bakers Since 1880

Fox Cities Average Family Gets Bigger

4.16 Persons to Unit; Half With More Than 2 Children Under 17

There are 4.16 persons in the average Fox Cities family, an all-time high, the Post-Crescent's 11th annual consumer buying habit study shows.

In better than half the families—55.4 per cent, in fact—there are two or more children under 17 years old.

Most families, 75.9 per cent, have only one wage earner and most often, 22.1 per cent of the time, he will be a so-called operative, or semi-skilled worker.

Average gross income is between \$4,000 and \$6,999 a year.

The average family size last year was 3.87 persons; in 1956, it was 4.01 persons; in 1955, 3.88 persons, and in 1954, 3.94 persons.

Wage Earners

Most families, 28.7 per cent of them, have no children under 17. This is a appreciable decrease since the 1957 survey which found 35 per cent of the families without younger children. Exactly 15.9 per cent of the families have one child under 17; 19.9 per cent have two; 16.8 per cent, three; 9.9 per cent, four; 5.3 per cent, five; 2 per cent, six; 1 per cent, seven; 2 per cent, six; 1 per cent, seven; 2 per cent, eight; .2

Most Shoppers Buy Toothpaste

Colgate Is Most-Used Brand; Gleem Label Runner-Up in Usership

When Mrs. Fox Cities heads for the stores to do her shopping, there's a good chance toothpaste will be on her list.

Over 19 of 20 Fox Cities families use some brand of toothpaste, the 1958 Post-Crescent Consumer Buying Habit study shows. This year—much like the past five years—97.5 per cent of area shoppers number toothpaste among their purchases.

Users haven't changed their minds about the most-used brand, either. Colgate, the brand which has topped the toothpaste list for the Fox Cities in every Post-Crescent study, leads again this year, used by 35.9 per cent of the buyers.

Gleem claimed the runner-up spot for the fourth year. About one housewife in every four, 23.6 per cent, listed Gleem as the toothpaste she used. Usership decreased this year from the 1957 figure of 29.5 per cent, but has risen 10 percentage points over the 13.7 per cent of 1954. Gleem's first year on the market.

A rookie in the toothpaste market—Stripe—captured the patronage of 7 per cent of toothpaste users, the survey shows. This year was the first that Stripe appeared on the shelves of Fox Cities stores.

Fox Cities shoppers continued to name Ipana and Pepsodent as the third and fourth most-used brands, respectively. Ipana was the choice of 18.7 per cent of the buyers, continuing a steady rise from 8 per cent in 1955. Pepsodent, after a decrease from 21.6 per cent in 1954 to 15.5 per cent in 1957, rose to 18.5 per cent this year.

per cent, nine, and .1 per cent, 12.

Families with only one wage earner are on the increase—from 74 per cent last year to 75.9 per cent this year. In 1956, there were 77.8 per cent 1-wage earner families; in 1955, 73.8 per cent, and in 1954, 80.2 per cent.

The per centage of families with two wage earners was 12.7, compared to 13.1 per cent last year, 12.7 per cent in 1956, 15.3 per cent in 1955 and 9.9 per cent in 1954.

The percentage of families with three wage earners is 2.2, compared to 2.1 in 1957, 2.4 in 1956, 3.2 in 1955 and 1.9 in 1954. The percentage of families with four wage earners is .3, the same as 1957, compared to .2 in 1956, .9 in 1955 and .9 in 1954. The percentage of families with five wage earners is .1, same as last year.

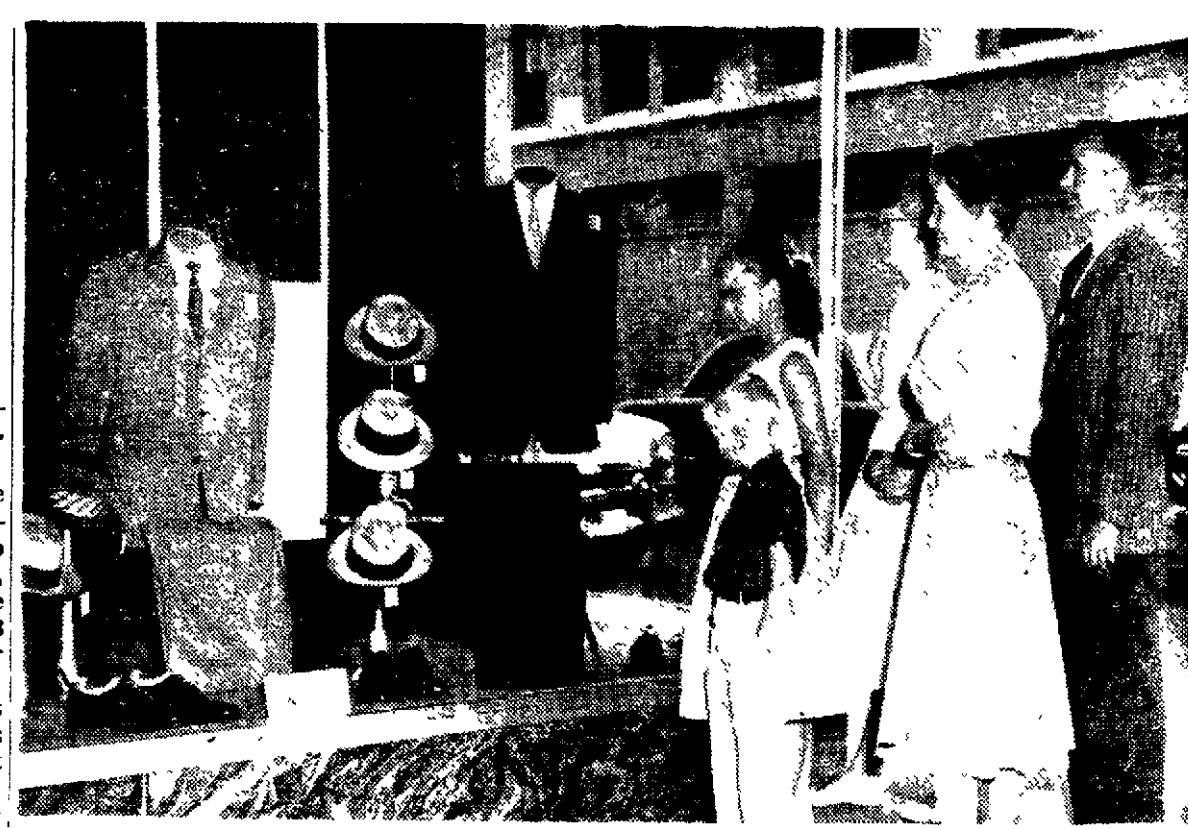
Fewer on Retirement

The percentage of families living on retirement income shrank somewhat, from 9.5 in 1957 to 8.3 this year. It was a higher percentage than in 1956 when 5.4 per cent of the families got retirement income. In 1955, the percentage was 5.7, and in 1954, it was 5.1.

Unemployment is at a new low, with 5 per cent of the families reporting no wage per cent a year ago, .6 per cent in 1956, .7 per cent in 1955 and 2 per cent in 1954.

The survey shows the occupations of wage earners as follows: 22.1 per cent operatives, on semi-skilled workers; 18.5 per cent craftsmen or foremen; 13.2 per cent managers, officials and proprietors; 12.7 per cent professional or technical workers; 8.6 per cent sales workers; 8.3 per cent retired; 6.6 per cent laborers; 5.7 per cent clerks and similar workers, and 3.8 per cent service workers.

The average family income, in 54.6 per cent of the cases, was between \$4,000 and \$6,999 a year. The percentage making in excess of \$10,000 a year was 10.1. Exactly 18.6 per cent were disclosed making between \$7,000 and \$9,999; 9.3 per cent make between \$2,500 and \$3,999, and 7.4 per cent make under \$2,500. Statistics for other years are unavailable.



Representing the Typical Appleton family, the H. B. Kelloggs, 1311 Lehmann lane, window-shop in an Appleton department store window. Their children, from the left are Harry, Ede and Lynn. The Kelloggs have another son, John. Kellogg is a chemical engineer in research at Kimberly-Clark corporation. (Post-Crescent Photo)

One Family In Four Owns Food Freezer

The percentage of owners of food freezers and dishwashers in the Fox Cities has changed little in the last five years, the eleventh annual Post-Crescent Consumer Buying Habit study shows.

About one family in four (24.3 families reporting no wage per cent) owns a freezer. Only .8 about 1 in 20 (6.1 per cent) owns a dishwasher.

Coldspot (Sears), General Electric and Manitowoc continue to lead in the freezer field. Of owners, 18.4 per cent own Cold Spot, 12.8 per cent have General Electric and 12.5 own Manitowoc makes. Seventeen other brands are found in 1 per cent or more of the homes with freezers. Of the owners contacted, 7.5 per cent didn't know the make of their freezer.

The only significant trend in freezers is that a slightly larger percentage of owners have one of the top three brands.

Hotpoint, Hobart and General Electric are found most often in homes with dishwashers, holding 30.3, 26.3 and 18.4 per cent of usership, respectively. Five other makes are found in from 2.6 per cent to 7.9 per cent of homes with the equipment.

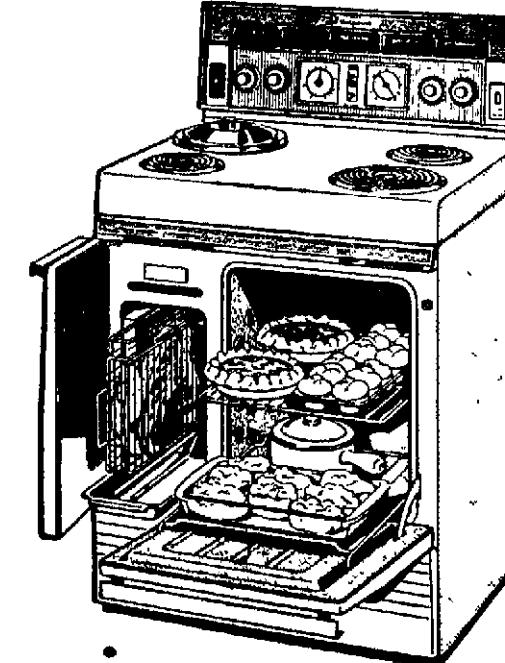
Five years ago, General Electric accounted for 47.5 per cent

of ownership and the other two displaced General Electric in top makes were in 17.5 per cent second place in 1958. Hotpoint of users' homes each. Hobart has led since 1955.

Hotpoint ELECTRIC RANGES

First Choice Again

Among Fox Cities Homemakers



Super Deluxe Super-30 Automatic Electric Range

- Color-Lighted Pushbuttons
- Mealtimer
- Oven Timing Clock
- Extra Fast Calrod
- Twin-Glo Vertical Broiler
- Silver Grey Super Oven
- Touch Open Storage Drawer
- Two Appliance Outlets

Priced From \$169

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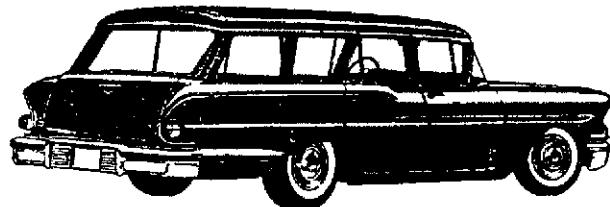
Here Are 59 Reasons Why Chevrolet Is First In Ownership In the Fox Cities



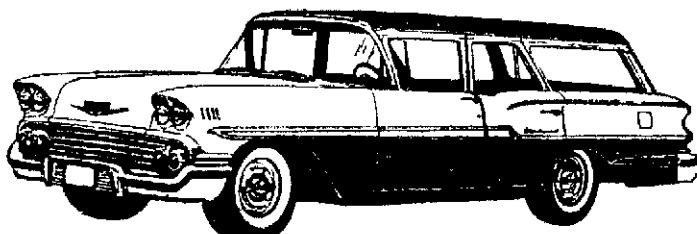
Biscayne 4-Door Sedan



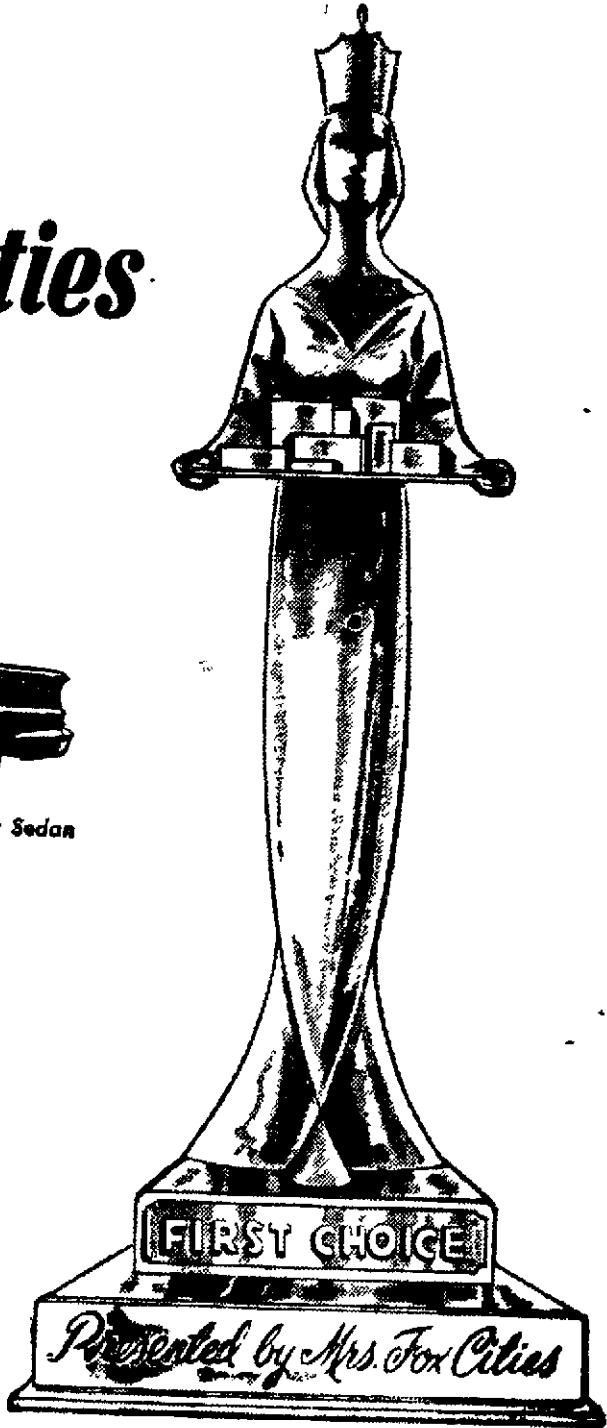
Biscayne 2-Door Sedan



Brookwood 9-Passenger Station Wagon



Brookwood 6-Passenger Station Wagon



58 reasons would have rounded things out nicer, we admit. But the extra reason is the most important of all—you! We invite you to look over all of these fast-selling features. But if you're like most people we know, you'll just plain like this new Chevy—and that'll be reason enough to want one!

18

super smooth power teams!

No other car offers such a wide choice! There are six sweet-running engines—ranging from the thrifty Blue-Flame 6 right up to the radically new 280-h.p. Super Turbo-Thrust V8.* There's also a selection of four smooth-working transmissions. Pick the combo you prefer. You'll find every power team is available on every model!

14

Chevies priced lowest of the low-priced three

Just name the model you've got in mind. You'll find eight long, lively Chevrolet V8's and six even lower priced 6's that cost less than any comparable models in the low-priced three (based on list prices).

*Take your pick—
all-new Full Coil
suspension . . .
or a real air ride.**

2

*BRAND-NEW
SUSPENSION
SYSTEMS*

3 *3-tone color-keyed fabrics*

**BRIGHT NEW
15
COLORS**

*No other low-priced car has
Chevy's gull-wing glamor,
crank-operated ventispanes,
polished lacquer finish or
Safety Plate Glass all around!*

BIG FISHER BODY FINE POINTS



AUTOMATIC DRIVES

*Take a choice of smoother-than-ever
Powerglide* or
Turboglide*,
the only triple-turbine transmission in
Chevrolet's field!*

**Optional at extra cost*

America's best buy—



America's best seller!

Look these features over one by one at your Chevrolet dealer's—then add them up. You too will then decide you get the best buy on the best seller!

See your local authorized Chevrolet dealer

Leads The Field...

OIL HEAT

USED
IN
59.6%
of all Fox Cities Homes

Preferred Because

FUEL OIL

... IS CLEAN

It will reduce your house work considerably and give you more time for your family.

... IS ECONOMICAL

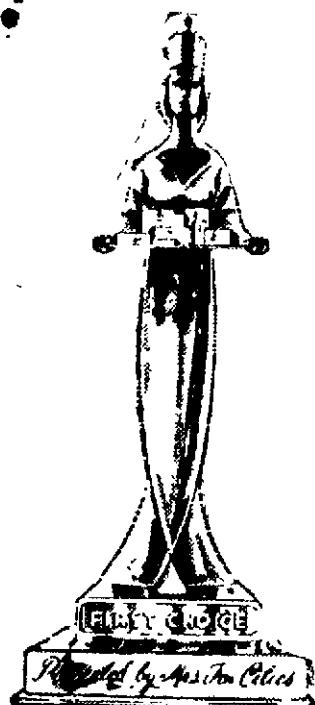
Oil heating is family controlled, not metered. Bought on the budget plan you can save substantially on your annual fuel bill.

... IS EASY TO INSTALL

Conversion of present heating method is simple . . . summer, spring or winter, the money you save pays for fuel oil installation in a few years.

Thanks to You . . .

Mrs Fox Cities, by your majority choice we have the distinction of AGAIN receiving the "FIRST CHOICE AIDA AWARD" To you, who are considering the purchase or installation of a new heating system, call one of the dealers listed here and let him tell you why thousands of home owners in the Fox Cities prefer FUEL OIL HEAT.



Let One of These Oil Dealers Serve You

Appleton Cooperative Association

Distributors of Midland Products
Tel. RE 3-6695

Appleton Oil Co.

Tel. RE 8-4737

Badger Oil Corp.

Tel. PA 2-3863

Cities Service Oil Co.

Tel. RE 4-1436

Fox Oil & Gas Co.

Shell Fuel Oil
Tel. RE 3-9834

Jenkel Oil Co.

Distributors of Skelly Fuel Oil
Tel. RE 3-7919

Laux Sons' Fuel Oil Co.

Tel. RE 4-2637

Lutz Ice Co.

Socony Mobilheat
Tel. RE 3-4431

Marston Bros. Co.

540 N. Oneida St.
Tel. RE 4-1443

North Star Oil

Heating Oils
Cor. Hwy. 41 & 47
RE 3-9878

Ouagamie Equity Co-op Exchange

Tel. RE 3-4469

Sinclair Refining Co.

Tel. RE 4-2659 or RE 3-6024

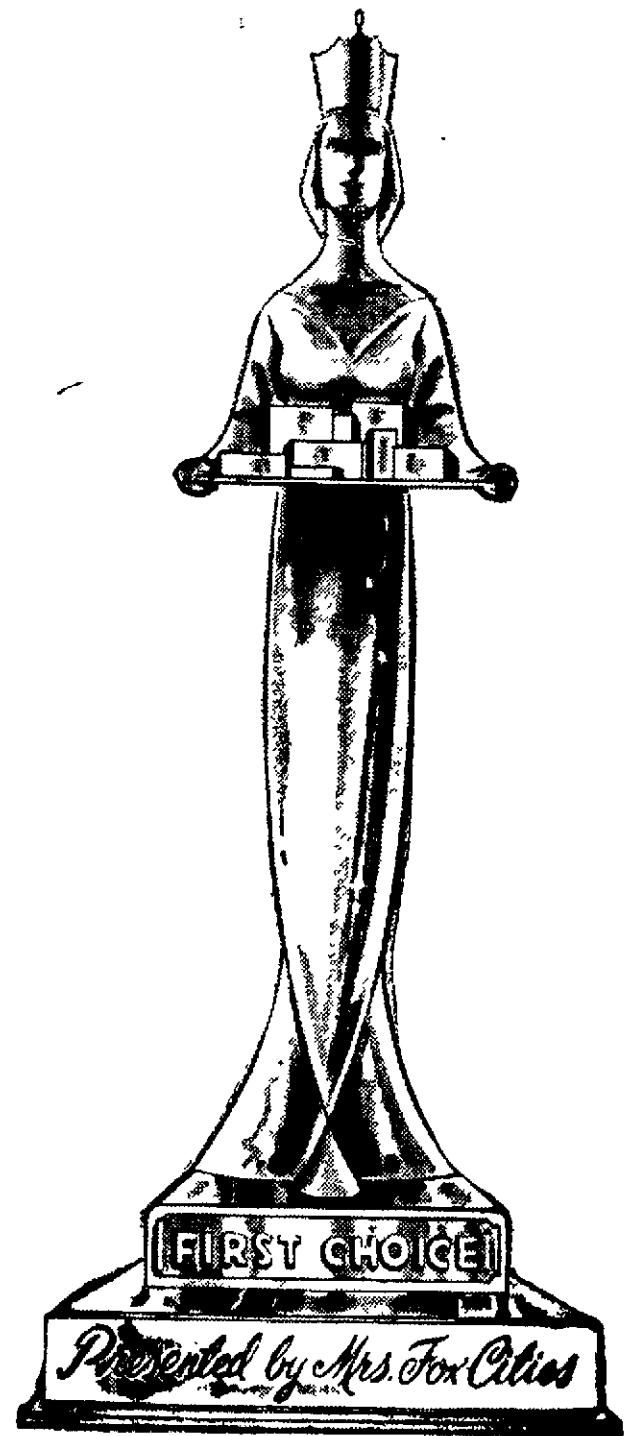
Standard Oil Co.

Tel. RE 2-6999

Worth Beating the Drum About...



*the brand that
makes whiskey sure!*



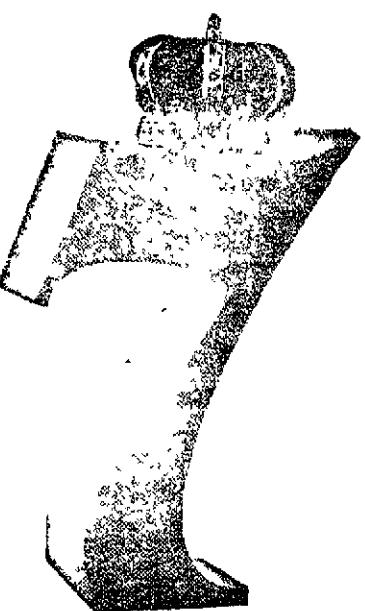
AGAIN THIS YEAR . . .

FIRST in the Fox Cities

FIRST in the nation

Choose the first
and finest American whiskey —
Seagram's 7 Crown.

SAY Seagram's AND BE Sure



Chevrolet Keeps Top Spot; Ford Second

One Owner in Four Drives Chev; Buick, Plymouth Third, Fourth

Fox Cities garages still house more Chevrolets than any other make of automobile.

Chevrolet retained its edge over Ford again this year for the reigning spot on the area automotive scene, the Post-Crescent Consumer Buying Habit survey shows. About one car owner in four, or 24.1 per cent, says he drives the General Motors make. Ford followers make up 19 per cent of the auto owners.

The automobile picture in the Fox Cities hasn't changed much since last year, the study shows. Traffic on area roads contains nearly the same proportions of each make.

Not Many Foreign Cars

And apparently the craze for foreign cars hasn't dented the market too much in this area. Non-American makes didn't total one per cent in the car ownership figures this year.

Chevrolet-Ford rivalry for the top berth is no new development. Ford has been vying for Chevrolet's title for years, and competition doesn't appear to be letting up. In 1954 Ford's patrons numbered just over half those of the GM make, but an upsurge by Ford left the two barely 1 percentage point apart two years ago.

Since then, Chevrolet's margin has widened. Last year's survey showed Ford claiming 18 per cent of car owners to Chevrolet's 23, a difference of 5 percentage points. The current study notes little change, with the spread between them at 5.1 percentage points.

Buick, Plymouth Duel

Buick and Plymouth remain locked in their longtime contest for third place among Fox Cities car owners. Buick, ahead in the race since 1956, now is owned by 11.6 per cent of car owners and Plymouth owners number 10.8 per cent of the total.

In the last survey, Buick claimed 11.7 per cent of area automobile owners and Plymouth 11.5 per cent.

One of the four leading makes—Chevrolet, Ford, Buick and Plymouth—can be found in most Fox Cities garages. Between them, the four account for 58 per cent of all automobiles in the area.

Mr. Fox Cities often turns to the low-priced bracket when

New Aircraft Device Permits Man to Lead Helicopter on Leash

Washington—(P)—If you see a man with a helicopter on a leash don't question your sanity.

The defense department announced Sunday night the development of a tether or leash which enables a man on the ground to lead a hovering helicopter around as if it were a kite.

The purpose is to permit precise hovering operations where the helicopter pilot can't see the ground directly below.

The Sikorsky aircraft division of United Aircraft corporation developed the 50-foot long tether device for such purposes as enabling helicopters to place utility poles in pre-dug holes or land in restricted or congested spots such as heli-platforms or ships at sea.

he's out to buy a car, the figures show. Of the four leading makes, three—Chevrolet, Ford and Plymouth—are in the low-priced category. The other, Buick, is a middle-priced make. Cadillac, with 1.5 per cent of the market, is the only high-priced make accounting for more than 1 per cent of the total.

Pontiac is owned by 7.6 per cent, a slight decline from 8.3 per cent in 1957.

Oldsmobile this year crept ahead of the Chrysler corporation's Dodge, with 6.1 per cent to Dodge's 5.3 per cent. Last year Dodge owners comprised 6.9 per cent and Oldsmobile 6.6 per cent of total ownership. Mercury remained in eighth place at 4.4 per cent, an increase from 3 per cent in 1957.

1957 Models Lead

The lion's share of cars in the Fox Cities were made within the last five years, the study shows. About 65 per cent of the automobiles are 1953 models or later. Barely 10 per cent are of 1950 vintage or before.

It's the 1-year-old models that can be most often found.

Cars made in 1957 account for 15.5 per cent of the total. About

one car owner in 20 claims ownership of a 1958 model.

Two-year-old cars make up 14.4 per cent of the total and 3-year-old models 14.1 per cent.

Families owning no car at all are on the decrease. Only 8.1 per cent have no automobile, while 12.2 per cent were non-

owners in 1954.

Half of Families Own One of Four Makes of TV Sets

Almost every family in the Fox Cities area owns a television set.

The eleventh annual Post-Crescent Consumer Buying Habit study shows 97.4 per cent of housewives interviewed said they own a TV set. That's a slight increase over 1957, which was a bit higher than 1956. Prior to that time, the percentage of owners jumped rather substantially from the time television was introduced in this area in the early 1950's.

Over half the families own one of four makes. RCA Victor is in 15.2 per cent of homes, Zenith in 15 per cent, General Electric in 12 per cent and Admiral in 10.5 per cent. Not far behind are Philco and Motorola. Those makes have been best sellers since television "arrived," although all told 20 makes are in 1 per cent or more of the homes. Only 6.5 per cent of the sets are of a manufacture other than the 20 listed.

As is the case with most appliances, practically all housewives know the brands they own. Only .8 per cent didn't know the make of TV set when questioned.

Bell Finds Home

St. Thomas, Ont.—(P)—A bell found in Elgin county that once belonged to a Great Lakes vessel will ring the call to worship at the Roman Catholic church in Azua, in Santa Domingo. It was presented to Rev. William McNabb, Canadian missionary stationed in the West Indies island.



Like 97.4 Per Cent of Fox Cities residents, members of the Robert Spanagel family, 1327 S. Lehmann lane, spend time at home entertained by their television set. From the top their children are Susan, Bobby, Molly and Eddie. (Post-Crescent Photo)

New Necessities

Usership of Electric Appliances

Increases in Fox Cities Families

Once in the luxury category, now considered necessities by many Fox Cities families, the use of food mixers, refrigerators, vacuum cleaners and electric blankets has shown consistent increases in this area's homes.

Statistics compiled in the Post-Crescent's Consumer Buying Habit Study show the use of electric food mixers has risen from 76.3 per cent in 1954 to 87.5 per cent this year, the use of electric or gas refrigerators has increased from 98.6 per cent in 1954 to 99.8 per cent in 1958, the use of vacuum cleaners increased from 93.2 per cent five years ago to 96.7 per cent this year and the use of electric blankets or sheets has jumped from 11.6 per cent in 1956 (the year the category first was included in the study) to 14.7 per cent this year.

Sunbeam Mixmasters lead in the food mixer category, a position they've held consistently during the last five years. However, they've slipped just a bit since then with 39.4 per cent buying mixmasters in 1954 and 35.4 per cent in 1958.

Other Makes

Second place went to Dor-meyer mixers, which have risen slightly from 17.1 per cent in 1954 to 20.4 per cent this year. Placing third and fourth were General Electric and Hamilton Beach brands with 14.9 per cent and 14.7 per cent, respectively.

Others, in the order of buying preference, were Kenmore, rate.

Montgomery Ward, Westinghouse and Osterette. Of people questioned, 3.8 per cent said they didn't know what type mixer they used while 3.8 claimed names not mentioned in the survey.

General Electric won firsts in both the refrigerator and electric blanket classifications. In the first class, 17.9 per cent said they used GE refrigerators while 48.8 per cent said they owned GE blankets.

Frigidaire claimed 16 per

cent usership in the refrigerator category while third is Hotpoint with 11.6 per cent saying they own that brand.

Also Named

Also named, in order of buying preference, were Kelvinator, Philco, Coldspot, Westinghouse, Crosley, Norge, Montgomery Ward, Gibson, Admiral, Leonard, Coolerator and Coronado. A total of 0.6 per cent said they didn't know their brand and 3.9 per cent named miscellaneous makes.

Following GE as favored electric blankets were those produced by Westinghouse. The survey found 13.6 per cent used that brand while third choice was Harmony House with 7.6 per cent.

Other brands named, in order, were Montgomery Ward, Northern, Universal, Casco, Fieldcrest, Golden Dawn, Sunbeam, Indian Head, Monarch and Textron.

A rather large 13 per cent said they didn't know what brand they used and 2.7 per cent said they didn't know what brand they used and 2.7 per cent gave miscellaneous manufacturers.

Vacuum Cleaners

Hoover was leader for vacuum cleaners with 26.4 per cent saying they used the brand, a slight increase over 1954 when 22.3 per cent of the housewives used the Hoover appliance.

Second and third positions—the same they've held since 1954—went to Electrolux and Kirby. The former claimed 21.8 per cent of the users while the latter was used by 11.9 per cent. General Electric was fourth with 10.8 per cent.

Others, in order, were Air-Way, Kenmore, Eureka, Westinghouse, Montgomery Ward, Lewyt, Apex, Rexaire and Filter Queen.

Survey takers found 1.1 per cent didn't know the names of their cleaners and 7.9 answered with miscellaneous brands.

Third of Peanut Butter

Users Buy New Brand, Jif

A newly-introduced brand increased, however. Last year, tracted the buying dollars of with 51.4 per cent of peanut butter shoppers in the Skippy camp, the next nearest brand claimed a following less than half of Skippy's. This year, Jif is within 7 percentage points of Skippy's. This year, Jif

Jif, a newcomer to area stores, is used by the second of the first-place brand.

Wide Usership

Shopping lists in the area of ten include peanut butter, the survey indicates. The spread is used by 86.1 per cent of Fox Cities peanut butter eaters.

Fewer homemakers bought the Peter Pan brand this year. Skippy is used by 39.8 per cent of buyers, this year's survey of the peanut butter consumers in 1957, dropped to 14.4 per a total of more than \$25 million.

Directory Indexes

Broadway Angels

New York—(P)—Broadway's angels have been indexed.

A directory of show investors has been compiled by Steve Keegan. Covering theatrical productions of the last decade, it itemizes those who invested

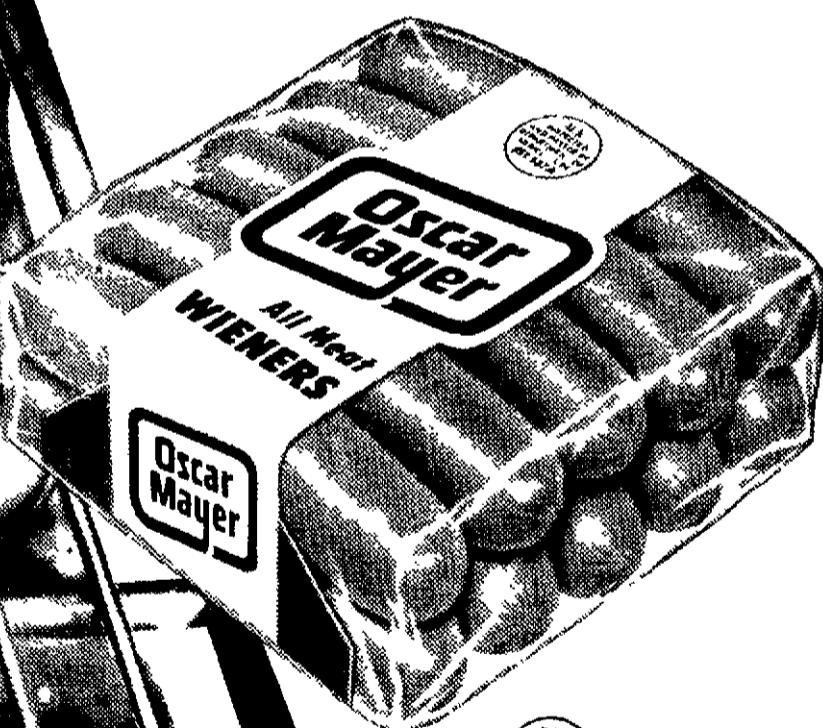
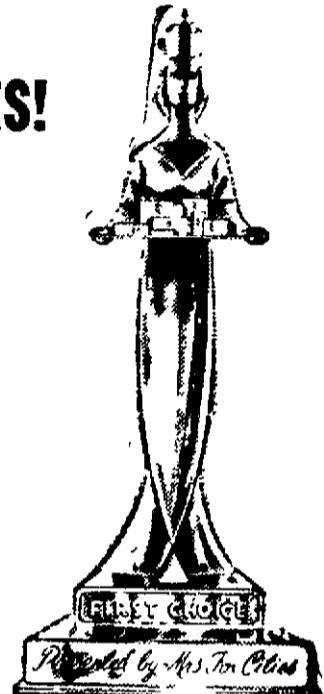
Fun to Eat! OSCAR MAYER WIENERS

They're all meat — plump and juicy



FOX CITIES FAVORITES!

Oscar Mayer Wieners
are preferred by more
Fox Cities families
than any other
brand.



U. S.
INSPECTED
AND APPROVED
BY
THE UNITED
STATES
DEPARTMENT
OF AGRICULTURE
EST. 1862

All Oscar Mayer meat products
carry this U. S. Government Inspec-
tion Stamp — your added guarantee
of purity and wholesomeness.



1883-1958

 75 YEARS OF PROGRESS
IN FINE MEAT PROCESSING

Slight Change In Buying of Baked Beans

Customers for baked beans in the Fox Cities area have changed their buying habits slightly in the last five years, according to the eleventh annual Post-Crescent Consumer Buying Habit study.

A slight drop in baked bean usership is shown, from 78.6 per cent in 1954 to 75.4 per cent this year.

Campbell, top brand in the field, has widened its gap between second place Van Camp from 32.9 per cent and 28.5 per cent of usership respectively in 1954 to 33.7 per cent and 22.5 per cent this year.

Other changes in the 1954 and 1958 Figures shows a switch in the third and fourth place

brands. B & M, formerly fourth with 8.6 per cent, has jumped to third with 21.9 per cent. Heinz, formerly third with an 11.5 per cent usership, now is bought by 8.7 per cent of users.

Libby remains the fifth place brand, with its percentage of buyership up from 4.8 to 5.9.

Campbell, Van Camp and Libby baked beans are sold at all four of the area chain grocery stores. B & M and Heinz are sold at three.

84.7 Per Cent of Housewives Buy Aluminum Foil

Fox Cities housewives evidently appreciate the versatility of aluminum foil, for 84.7 per cent of them include it on their shopping lists.

Reynolds is the lead in the area chain grocery stores, Al-

coa at two and Kaiser at all

shows, being bought by 54.1 per cent of users.

A sizeable percentage of users, 20.6, are unaware of the brand they buy.

Other named brands are Al-

coa, second with 16.2 per cent

of users, and Kaiser, third at

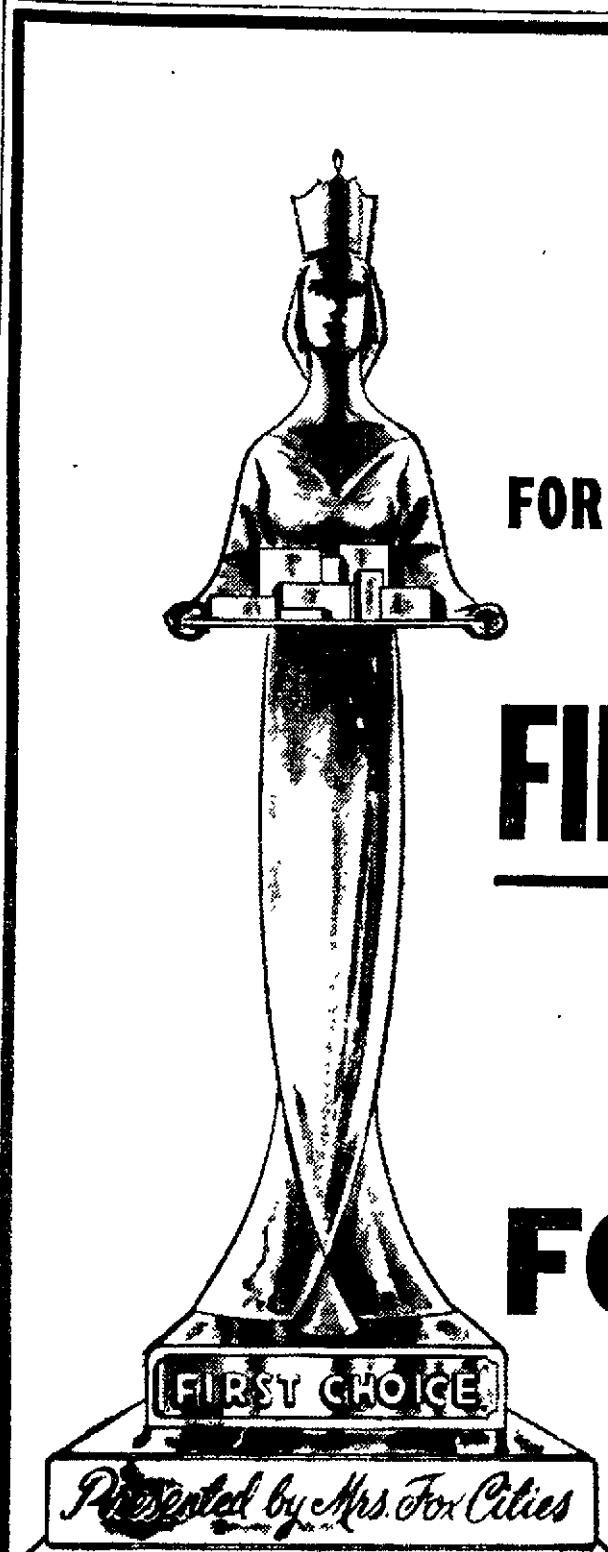
11.2 per cent.

Reynolds is available at three

area chain grocery stores, Al-

coa at two and Kaiser at all

Consumer Buying Habits survey four.



Adler Brau

FOR ELEVEN STRAIGHT YEARS
ACCLAIMED
FIRST Preference
IN BOTTLED BEER

in the famous
FOX CITIES!

ENJOY PREMIUM QUALITY AT
A REASONABLE PRICE

“THANK YOU” from the friendly brewers of Adler Brau for
again choosing our beer as your number one favorite —
“Wisconsin’s Most Enjoyable Beer”
“ELECTRONICALLY INSPECTED”

CLEAN • A Proud Local Product of
THE GEO. WALTER BREWING CO.—Appleton, Wis. • **CLEAR**

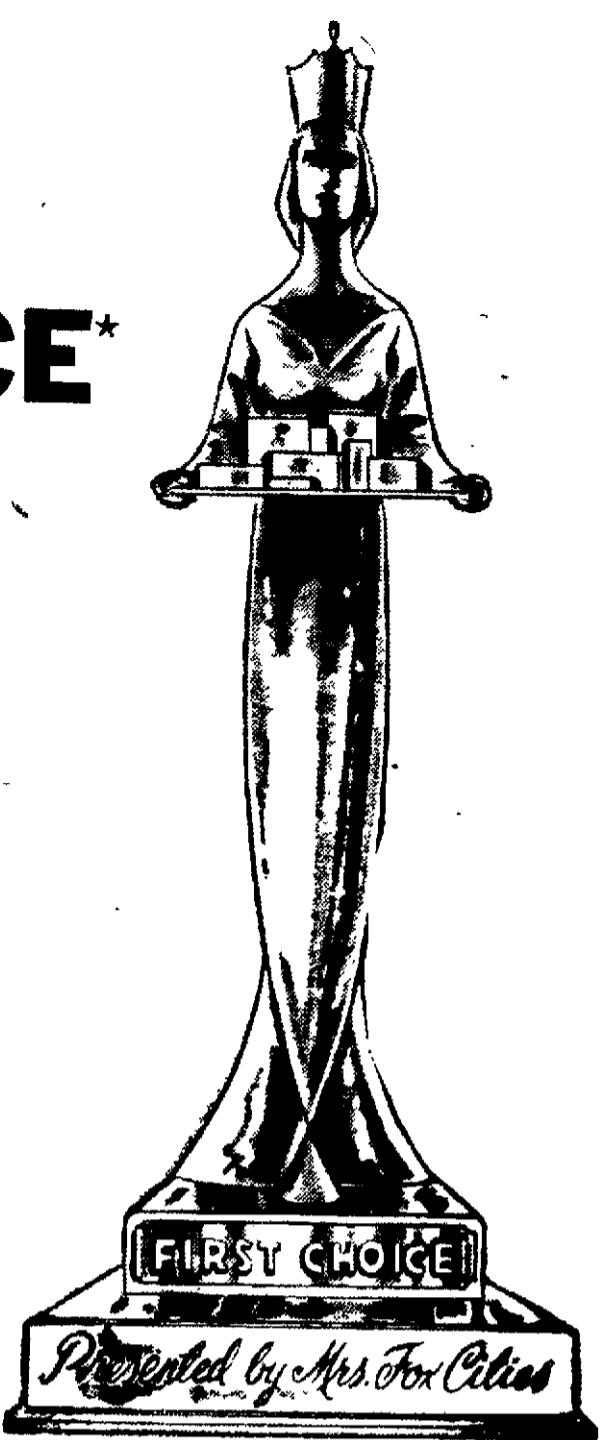


Mrs. Fox Cities Says...

"AGAIN FIRST CHOICE* in the FOX CITIES



*According to the most recent independent survey conducted by Northwestern University . . . Published annually by the Appleton Post-Crescent



29.0%

of the people in this area prefer
FAIRMONT ICE CREAM

25.4%

prefer FAIRMONT MILK
over all other brands

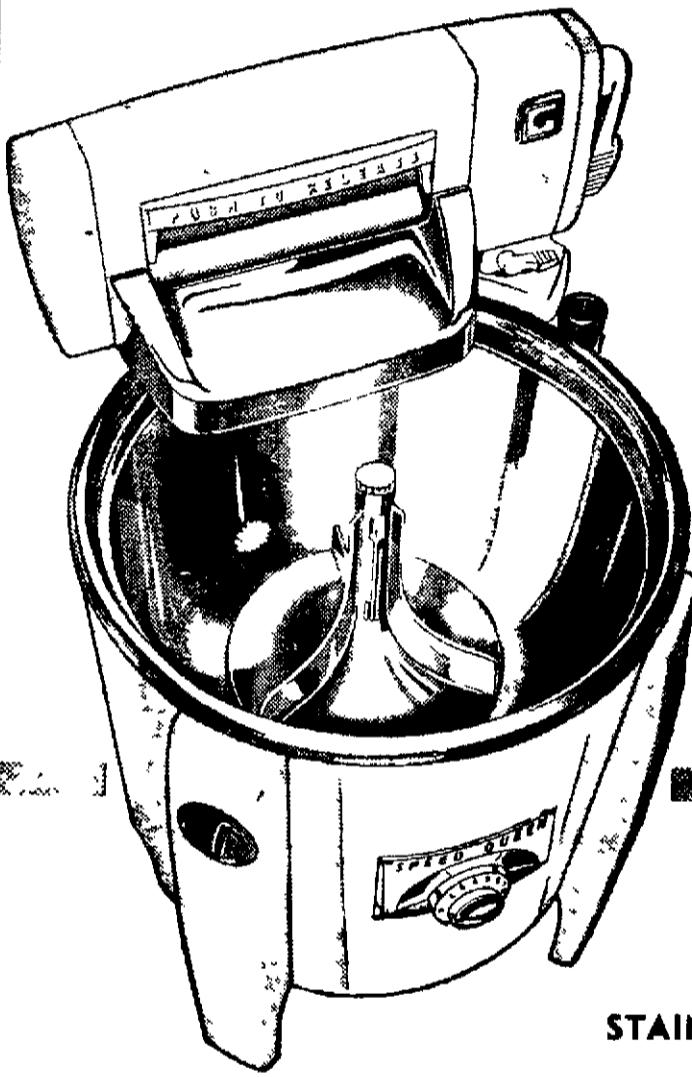


FIRST CHOICE
because they are
FINEST IN QUALITY!

If you haven't tried Fairmont lately, why don't you try this smoother, more delicious ice cream — this healthful wholesome milk. See for yourself why Fox Cities Consumers choose Fairmont **FIRST!**

1st AGAIN!

SPEED QUEEN wringer washers rank
FIRST in ownership in **Fox Cities Homes**

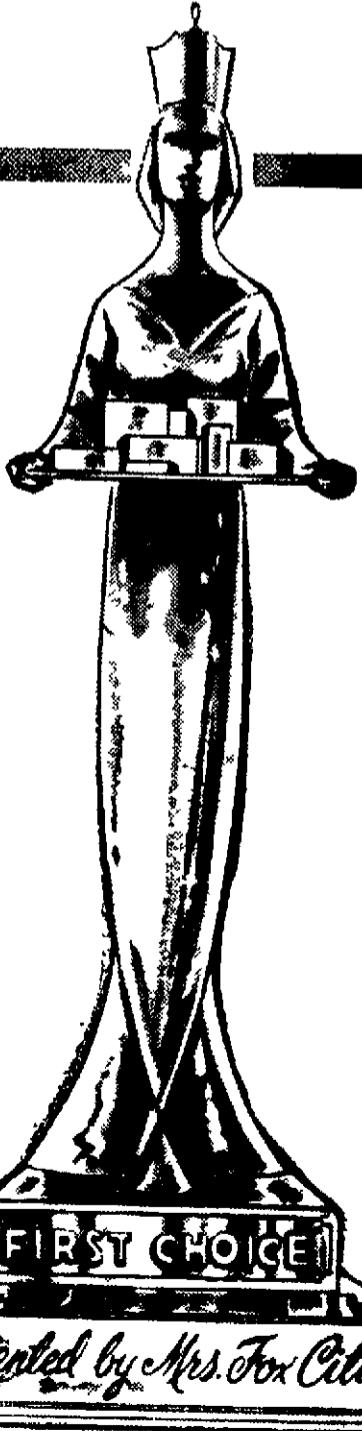


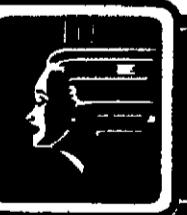
MODEL 91
with
Bowl Shaped
STAINLESS STEEL TUB

34.6%
own Speed Queens!

This is better than

1 out of **3**



SPEED  **QUEEN**®

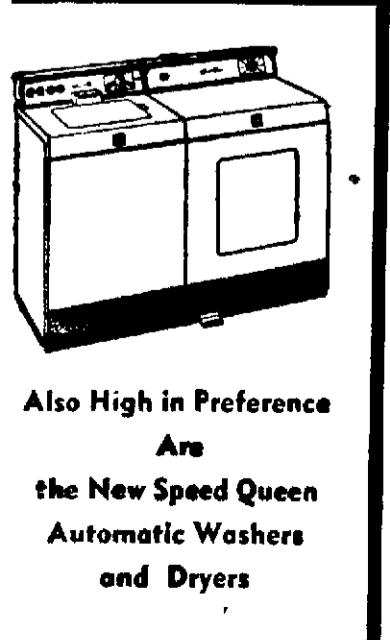
Sold at these fine stores:

WICHMANN'S
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VERHAGEN'S
Kimberly

KAUKAUNA HDWE.
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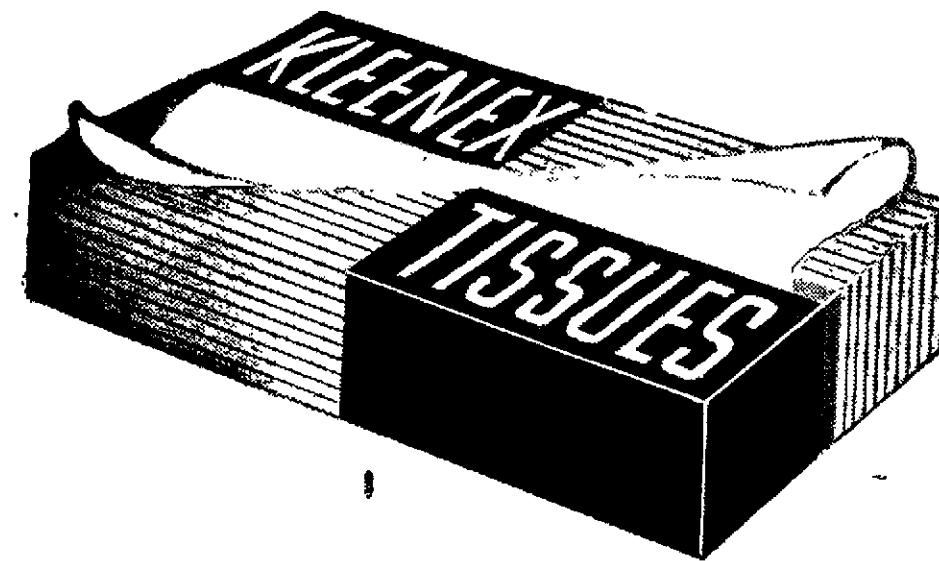
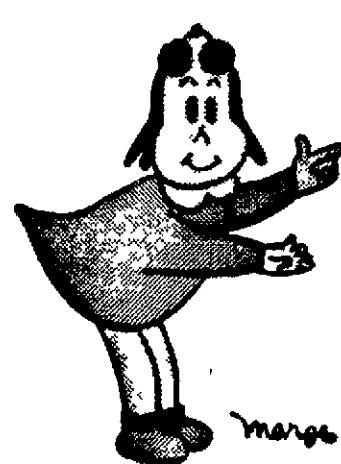
LOOK'S HDWE.
Little Chute



Also High in Preference
Are
the New Speed Queen
Automatic Washers
and Dryers

Speed Queen Appliances
Are Built Nearby in
Ripon, Wisconsin

FOX CITIES'



*Pop up
one at a time*

*They cling
like cloth*



(R)

*So easy to
work with*



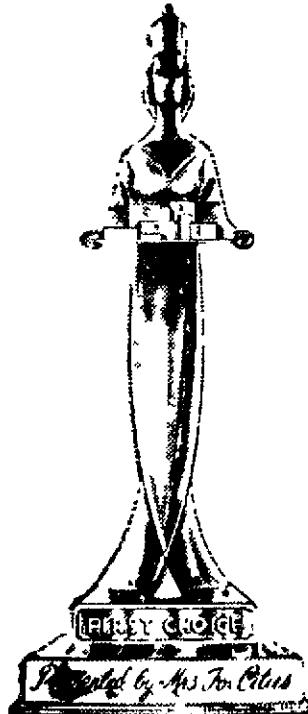
*A world leader in
quality products for
home and industry*

*From the 1958 11th Annual Consumer Buying Habit Study of the Fox Cities Market — Published by the Appleton Post-Crescent and Northwestern University.

KIMBERLY-CLARK

Little Lulu by Marge
(C) 1957 Kimberly-Clark Corp.

FIRST FAMILY OF FINE PAPER PRODUCTS

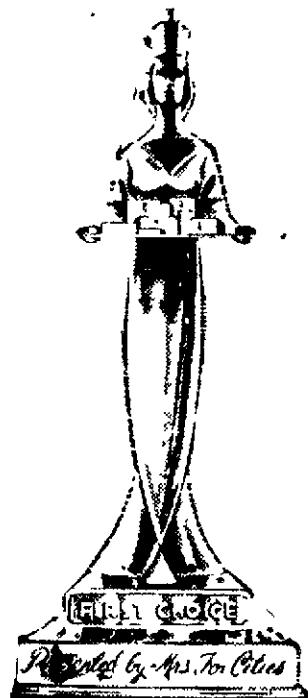


71.1%*

of Fox Cities Families

buy Kleenex tissues . . .

the soft, strong tissues that pop up one at a time. Your favorite accent colors of soft pink, soft yellow, soft aqua and pure white . . . in the large economy box or handy dispenser size.

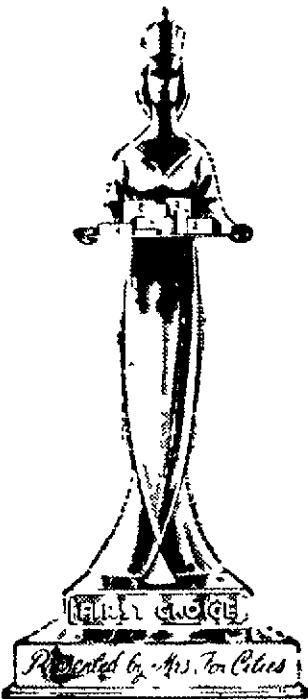


40.2%*

of Fox Cities Families

buy Kleenex table napkins . . .

the napkins that won't slide off your lap. They're so wonderfully soft and absorbent . . . yet strong enough to last through any meal. They Cling like Cloth.



40.4%*

of Fox Cities Families

buy Kleenex towels . . .

the big, soft towels that soak up grease and spills quick as a wink. So pliable they get into corners without wetting. So soft . . . so easy to work with.



CORPORATION

Kleenex is a trademark of K-C Corp.

More Families Buy Wines, Liquors

Little Change Noted in Brand Preferences

A slight increase in the percentage of families who buy wine, brandy and whisky for home consumption is shown in the eleventh annual Post-Crescent Consumer Buying Habit study. The percentage of Fox Cities families who buy gin for home consumption remains steady.

Most often purchased brands of prior years, in all categories, and the year before, 31.2 per cent continue to hold their positions. The survey shows 62.9 per cent of Fox Cities residents buy first place, purchased by 22.2 wine for home use. Almost two per cent of buyers. Gilbey is out of three (65 per cent) buy second, at 17.1 per cent and Mogen David. Second is Manischewitz, at 11.1 per cent. Gilbey, fourth in 1956, third is Virginia Dare at 4.2 jumped to second in 1957. Gorper cent. Manischewitz has don's, second in 1956, with 15 gained in the percentage of us. per cent buying it. dropped to others in the last five years. The fourth in 1957 and holds the other two brands have dropped same spot this year, with 7.8 slightly. About one housewife in per cent of users buying it. [Post-Crescent Photo]

Leading Brands Christian Brothers continues to be the brand of brandy most often purchased for home use, this year by 35 per cent of brandy buyers. The percentage is slightly lower than in the previous two years. Aristocrat, in second place with 17.7 per cent, is up from last year, and Royal Host, purchased by 12.4 per cent, is down slightly from a year ago. No other brand was purchased by as much as 2 per cent of buyers, but 30.3 per cent admitted they didn't know what brand of brandy the family used. The beverage is used by 45.5 per cent of Fox Cities families.

No less than 20 brands of whisky are purchased by more than 1 per cent of the 50.4 per cent of families that buy whisky for home consumption. That Cat food is only a \$16,000,000 item in the food chains. Bird fanciers with their nine to ten million parakeets plus assorted canaries and other types spent purchases from as much as \$11,000,000 in the chains for their pets' food supply, out of the \$65,000,000 spent on the birds in all outlets last year.

Not a single brand commands purchases from as much as 10 per cent of users. Seagram 7 their pets' food supply, out of the \$65,000,000 spent on the birds in all outlets last year.

Another novelty in sales today is the way customers go for pet toys and health items. The pets' health is important and shoppers are spending some \$17,000,000 for flea care, shampoo, chains, collars and the east central added 7.7 per cent, the southwest rose 8.0 per cent, the mountain region was plus 7.1 per cent, and the Pacific Coast gained 4.7 per cent.

Fresh Produce More money was spent by housewives for fresh fruits and vegetables in 1957 than ever before. Food chains with two or more stores reported a total of \$2,200,000,000 worth of these items passed through their checkouts last year. This was \$175,000,000 more than in 1956, adds the magazine, and is equal to 10 cents out of every dollar spent by the housewife.

Sales for the first two months in 1958 show customers are still upping their dollar purchase of fresh items, although their buying pattern has been changed by the Florida freeze.

Breaking down the food chain produce sales, the magazine reports housewives spent \$262,000,000 (11.9 per cent) for potatoes, \$310,000,000 (14.1 per cent) for citrus, \$150,000,000 (6.8 per cent) for bananas, and \$957,000,000 (43.5 per cent) for other vegetables and \$477,000,000 (21.7 per cent) for other fruits.

An additional \$44,000,000 (2.0 per cent) was added by flowers, plants, and garden items.

Big changes in the nation's dance albums. Every week or

Crown, with 9.6 per cent, leads. Following in order are Guckenheimer, 8.7 per cent; Jim Beam, 7.7 per cent; Schenley Reserve, 4.3 per cent; and Canadian Club, 3.5 per cent. Seagram has been first and Guckenheimer second in each of the last five surveys.

Usership Steady Gin usership has remained fairly steady in the last three years when it was included in the survey questionnaire. This year 30.8 per cent of housewives said their families buy gin for home consumption. Last year

the figure was 29.2 per cent of prior years, in all categories, and the year before, 31.2 per cent. The survey shows 62.9 per cent of Fox Cities residents buy first place, purchased by 22.2 wine for home use. Almost two per cent of buyers. Gilbey is out of three (65 per cent) buy second, at 17.1 per cent and Mogen David. Second is Manischewitz, at 11.1 per cent. Gilbey, fourth in 1956, third is Virginia Dare at 4.2 jumped to second in 1957. Gorper cent. Manischewitz has don's, second in 1956, with 15 gained in the percentage of us. per cent buying it. dropped to others in the last five years. The fourth in 1957 and holds the other two brands have dropped same spot this year, with 7.8 slightly. About one housewife in per cent of users buying it. [Post-Crescent Photo]

Shopping for Pets

These Dogs' Lives Cost Money, Nation's Chain Stores Report

Americans currently are spending at the rate of \$193. diet last year were in the direction of eating more melons, lettuce, more onions, cabbage, more bage, and plums. At the same time, some staples such as apples, bananas, celery, and carrots as well as peppers and sweet potatoes showed up a little less frequently on the American table.

Sales Report

Reports from 12,878 food chain stores (out of the 26,747 in the nation) show a sales rise of 8.2 per cent in January, 1958, as compared with January, 1957. Biggest gain was the 10.9 per cent in the west central region, but it was the 9.5 per cent gain in the middle Atlantic—heartland of the grocery business with nearly one-third of all chain food stores—that added the most to the sales increase. Reports from the other regions show New

England rose 4.7 per cent, the southeast was up 8.9 per cent, the east central added 7.7 per cent, the southwest rose 8.0 per cent, the mountain region was plus 7.1 per cent, and the Pacific Coast gained 4.7 per cent.

STANDARD GASOLINES

Americans are on a record buying spree. The increased interest in music had customers picking up \$46.5 million worth of records in food chains with two or more stores last year, report the periodical. That is 10 times the food chain record sales of 1956 and the big record push is just getting under way.

Currently some 8,700 food chain supermarkets stock records and the record industry estimates that they do about 11 per cent of the total record business.

Record industry spokesmen see a rosy 20 per cent of the market by 1959, done in 12,500 food chain stores.

Children's records were the first big seller in food chain stores, but today they only account for about 5 per cent of the chain record sales as merchandising methods have been developed for other records.

Typically the chain supermarket offers about 60 titles—divided equally among hit tunes, show tunes, mood music, and



Like Many Other Fox Cities housewives, Mrs. Donald Anderson, 2000 N. Ullman avenue, selects frozen fruits and vegetables when she shops at her local supermarket. (Post-Crescent Photo)

Most of Area Women Buy Frozen Foods

Frozen fruits and vegetables evidently have proven their worth to most Fox Cities housewives, for they're bought by 72.2 per cent of them, according to the Post-Crescent Consumer Buying Habit study.

Buying habits for these frozen foods have changed little in the last year, when 70 per cent of area residents counted them as part of their diets. The same brands have kept their same positions among the top five.

Birdseye, bought by 40 per cent of the total buyers, last year was used by 42.8. Snow-crop is still second with a 19 percentage after 24 last year.

The third, fourth and fifth place brands have recorded a rise in the percentage of buyers — Kroger from 8.7 to 10.5, Polar from 6.7 to 9.7 and Libby from 6 to 6.4 per cent.

Birdseye is sold at all four area chain grocery stores and the other named brands at one each.

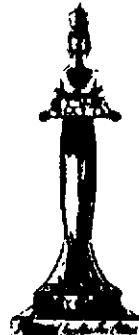
passed through the checkouts. This all-time high adds up to approximately 4,700 gallons per store. Half-gallons were the most popular feature with about 65 per cent of the tonnage, but pints and specialty items had strong showings.

The specialties showed a particularly strong gain last year with leading items being the three or four chocolate-coated ice cream sticks, four chocolate-and-nut covered cones, sundae cups, twin sandwiches, individual sandwiches, orange sticks, and ice sticks. Baked Alaska, nut rolls, and logs were among the newer specialties found in many stores.



Standard Service Hwy. 41 Ph. 8-9962 LITTLE CHUTE

2 TO 1 OVER ANY OTHER BRAND



STANDARD GASOLINES

This is our promise to you: Your car will run smoother . . . run better . . . seem more powerful after only two tankfuls of the new STANDARD Gasolines. See for yourself. Try new Standard GOLD CROWN Super-Premium—the entirely new grade of gasoline, created for today's big, high-powered cars. Or fill up with new RED CROWN King-Size Regular, the king-size economy buy. Stop in today, and let's get acquainted!

Terrell's



Service

Corner Broad St.

Menasha

Ph. 2-9716

Again...Mrs. Fox Cities Chooses **STANDARD GASOLINES**

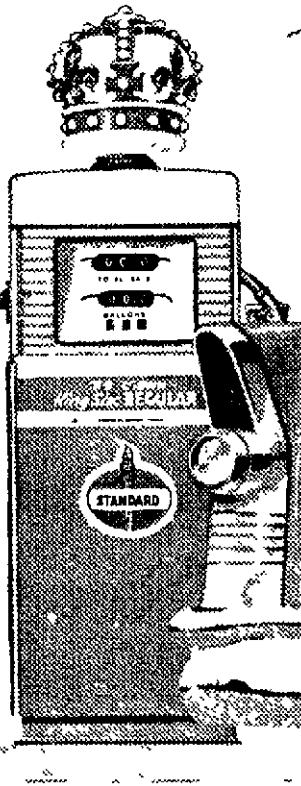
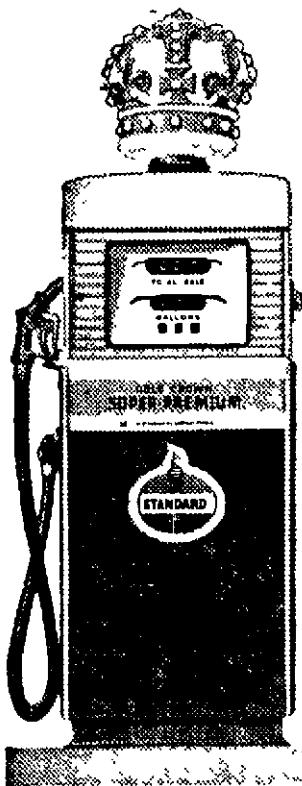
2 to 1-over any other brand!

... and year after year, more of you say that Standard is your first choice. Thank you!

For worry-free weekends on the highway, get the BIG BONUS in Standard Gasolines . . . maximum power, thrifty knockfree driving, the highest octane numbers in Standard history. Stop at Standard for a pre-trip check and fill with Standard Gasolines . . .

GOLD CROWN Super-Premium, top-octane grade that soon brings most fouled spark plugs back to full fire . . . delivers extra miles, proved in a 200,000-mile driving test!

RED CROWN King-Size Regular, with octane higher than premium grades of a few years ago.

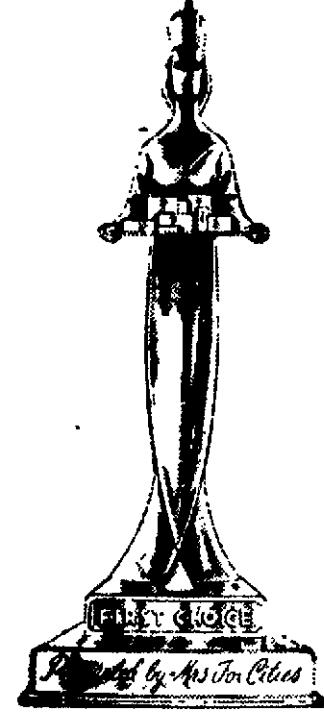


**...plus complete,
courteous Standard Service**

Wherever you travel, get Standard Service . . . spotless rest rooms, road information, lubrication, guaranteed Atlas Tires and Batteries. Yours at the Sign of Standard.



You expect more from **STANDARD** and get it!





Red Dot Leads Potato Chips

Bought by Half of Fox Cities Users; Blue Star Second

When Junior takes a handful of potato chips from the picnic table, it's almost an even wager they're the Red Dot brand.

About half of Fox Cities potato chip eaters—49.1 per cent of them—buy Red Dot, the Post-Crescent Consumer Buying Habit study finds. Red Dot patrons have increased from just under 40 per cent in 1952.

The runner-up, Blue Star, is purchased by 25.5 per cent of the users. Like Red Dot, Blue Star's users have become more numerous since 1952, rising from 18.9 per cent.

Potato chips are widely used in the Fox Cities, according to the survey. A total of 82.2 per cent of area shoppers, or over four in five, say they buy chips.

Mrs. Drenk's, a brand purchased by one-fifth of users in the 1952 study, has dropped to 8 per cent this year. It is the third most used label.

Note Upturn in Polio Incidence

Washington — The U.S. Public Health service, noting an upturn in polio cases, urges people under 40 who haven't had polio shots to get them at once.

Dr. Leroy E. Burney, U.S. surgeon general, said Sunday the week ended July 19 marked the first time this year the number of paralytic cases has exceeded those for the comparable week in 1957. The total for the week was 52, the highest for any week this year, compared to 50 for the like week last year.

Noting in a statement the polio season is just starting, Burney said the incidence of the disease has varied through the years, even before development of Salk vaccine.

If this should prove to be a year of natural high incidence, he said, there might be many cases among the 55 per cent of the population under 40 who are not fully vaccinated."

Post-Crescent's 11th annual Consumer Buying Habit Study also shows the scene most often will be a chain store, practically all Fox Cities families being reported buying at a chain store. (Post-Crescent Photo)

Friday Still Most Popular Grocery Shopping Day for Average Family

Survey Shows Evidence of Upswing in Favor Of Thursday; Decline in Saturday Preference

Friday remains the most popular grocery shopping day among Fox Cities families, although there is evidence of an upswing in favor of Thursday.

The Post-Crescent's 11th annual consumer buying habit study shows 43.7 per cent of the families prefer Friday to any other day for grocery shopping. This is a decline compared to 1956, 1955 and 1954 percentages, but is about the same as percentages recorded 10 years ago.

Here are the days of the week and the percentage of shopping favor among families: Monday, 19 per cent; Tuesday, 21 per cent; Wednesday, 41 per cent; Thursday, 18 per cent; Saturday, 13.7 per cent; and Sunday, 15 per cent.

Thursday Up

The Thursday percentage is up from 13.6 per cent a year ago and Saturday percentage down from 16.7 per cent last year. The 18 per cent for Thursday represents a new high in the last five years; the 13.7 per cent, a new drug stores—63.3 per cent of the families, the survey showed. Chain drug stores receive 36 per cent of the business and medical pharmacies choose from in selecting times for shopping. First of the week was the preference of 2.9 per cent of the families while last of the week was preferred by 18.2 per cent of the families. Three-tenths of a per cent of the families had no preference.

The study also shows most families do their grocery shopping in chain stores, but prefer to make their drug and cosmetic purchases in independent drug stores.

Chain grocery stores have 97.1 per cent of the market. Krambo is the leader with 36.4 per cent. Red Owl has 19.1 per cent; A & P, 12.1 per cent; Associated Grocers, 12 per cent; S. C. Shannon company, 11 per cent; Piggly Wiggly, 7.8 per cent; IGA, 4.3 per cent; Wisconsin Distributing company, to 10.8 per cent; dime stores 3.9 per cent; Super Savings, 3.5 to 3.8 per cent; beauty shops 1 per cent and 4.4 per cent; Clover Farm, 1.5 per cent; used none.

Fewer Cans of Hash Bought

Corned Beef Type Used by 17.1 Per Cent Of Area Shoppers

There are fewer cans of corned beef hash on cupboard shelves in Fox Cities homes this year than in recent years of the Post-Crescent Consumer Buying Habit study.

Survey figures show that 17.1 per cent of area residents buy canned corn beef hash, compared to 17.9 per cent in 1955 and 19 per cent in 1956.

Fewer of the buyers are aware of what brand they bought this year—22.4 per cent, compared to 19.5 in 1955 and 11 in 1956.

All brands remained in their same relative positions in usership. Broadcast, the most-bought brand, is used by 42.5 per cent of buyers this year, compared with 52.6 in 1955 and 53.3 in 1956.

Armour, the second place brand, now is bought by 18.7 per cent, after 1955 and '56 percentages of 14 and 20.6. Hormel, in the third spot, is used by 10.7 per cent, compared to 9.3 per cent in 1955 and 7.9 per cent in 1956.

Broadcast and Armour are sold by all four area chain grocery stores. Hormel is sold in one.

Daily Uses 44 Miles of Waxed Paper in Ad

Norfolk, Va. — The Norfolk Virginian-Pilot used 240,000 feet—almost 44 miles—of waxed paper in printing a bakery's advertisement on the same type waxed paper in which the bread is wrapped. The paper cost \$3,264.40.

What's the Dark?

Milwaukee—“What's the electric range owners (21.4 per cent, last year, Magic Chef, last year) and Universal last year sixth at 4.5 per cent, is in the kitchen of 16.6 per cent of gas range users (17.3 fourth at 5.6, and Norge, last year fifth at 5.3, are tied for fifth this year with a 4.1 user-ship percentage.”

Lipton's Takes First Among Tea Users

Lipton tea holds a wide lead over other brands used by Fox Cities families, the Post-Crescent's 11th annual consumer buying habit study reveals.

The tea has held a wide margin since 1954—this year is bought by 72.8 per cent of the users.

Second place went to Tenderleaf tea with a 9.7 per cent usership and third position was taken by Salada with 9.4 per cent usership.

Others, in buying order, were A and P, Jewel Tea and Red Owl. Of those contacted, 3.2 per cent said they didn't know what brand they used and 2.9 per cent named miscellaneous makes.

The survey also indicated 67.9 per cent of Fox Cities families were tea users.

Electric Range Lead Over Gas Increases

Hotpoint Remains Most-Used Brand Of Electric Range in Fox Cities Area

Electric cooking ranges took third and fourth place brands their greatest lead over gas kept their same positions in the ranges in the last five years, last year General Electric is up from 18.5 per cent to 19.5, this year's Post-Crescent Consumer Buying Habit study shows. One hundred per cent to 12.4 and Frigidaire of Fox Cities residents use one is up from 8.4 to 11.8 of the two types of ranges, compared to 99.8 per cent in year is Kenmore at 6.3 per cent, up from sixth place and

Of the total, electric ranges 4.2 per cent last year. are kitchen appliances for 75. Among gas ranges, second per cent of area housewives, and third place brands have compared to 70.2 per cent last kept their 1957 positions. Tap-year. Gas ranges are used by pan is up from 9.2 per cent of 25.0 per cent.

The same brands lead in both categories again this year—Hotpoint in electric ranges, Roper is up to fourth place and Universal in gas. Hotpoint this year with a 5.7 percentage is used by 22.6 per cent of all after seventh place, 3.9 per cent last year) and Universal last year sixth at 4.5 per cent, is in the kitchen of 16.6 per cent of gas range users (17.3 fourth at 5.6, and Norge, last year fifth at 5.3, are tied for fifth this year with a 4.1 user-ship percentage.”

Electric Brands In electric ranges, second, ship percentage.”



Featuring MRS. FOX CITIES

FAVORITE BRANDS



Presented by Mrs. Fox Cities

KENMORE is First Choice

in the Fox Cities . . . BUYING KENMORE These families get more for their washing dollar!

AIDA DAYS

First in Preference in 1958

*Chosen by more housewives in the Fox Cities than any other automatic washer. Kenmore receives the 1958 Post-Crescent Consumer Buying Habit Study "First Choice" Oscar for washing more clothes in the Fox Cities during the 11th annual survey.

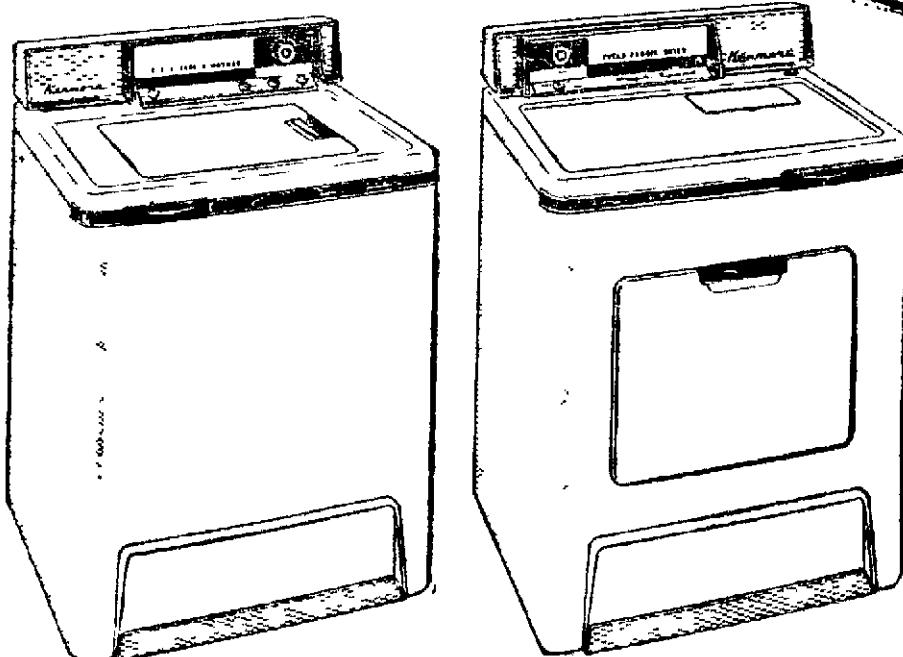
SEARS

Kenmore
Automatic Washer
WON'T SET
WRINKLES
IN-WASH-N-WEAR FABRICS

NEW FOR
'58

Kenmore
Automatic Dryer
ADJUST HEAT
AND TIME
TO ANY FABRIC
AUTOMATICALLY

Put Both In
Your Home For
\$10 DOWN



There's
A Kenmore
WASHER
and DRYER
to Fit
Anyone's
Budget

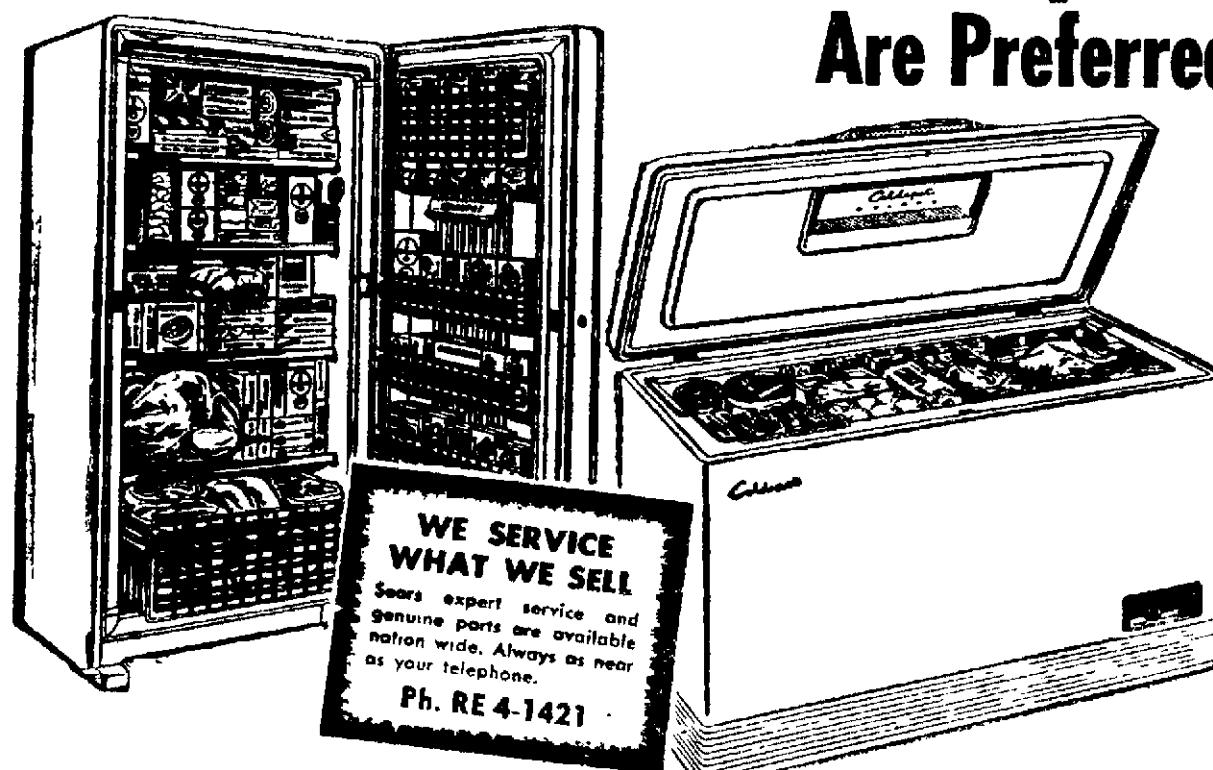
Year After Year Coldspot Home Freezers Are Preferred Over All Others in the Fox Cities

First Choice . . . Again!

Sears Coldspot surpasses all other brands in consumer's preference . . . Thus receiving the "First Choice" Oscar for 1958

Upright or Chest Type

ONLY **\$10 DOWN**





This View Looks South on Appleton's Gillett Highlands development on the city's far northwest side. The Highlands is a typical Fox Cities residential area. Such a typical area, the Post-Crescent's 11th annual Consumer

Fox Cities Families Own Their Homes, Reside in House Alone

Most Use Oil for Heat, but Have Electric Water Heaters

Fox Cities families, by an overwhelming percentage, own their own homes and live in their houses by themselves.

Nearly 60 per cent of them heat their homes with oil, but almost 54 per cent have electric hot water heaters.

Those who use oil have yet to pick a big leader. Standard has 12 per cent of the market and the next two leading brands, Shell and Skelly, 9.6 per cent.

Exactly 84.9 per cent of the families own their own home, the Post-Crescent's 11th annual Consumer Buying Habit study shows. This compares to 82.3 per cent last year, 86.8 per cent in 1958, 85.5 per cent in 1955 and 86.4 per cent in 1954.

1-Family Homes

The percentage of 1-family homes is 87.6. This compares to 87.2 last year, 88.4 in 1956, 90 in 1955 and 88.9 in 1954.

Two-family dwellings also are on the increase slightly. The percentage this year is 10.4, compared to 10.1 last year, 8.2 in 1956, 8.7 in 1955 and 9.5 in 1954.

The number of 2-family apartments is equal to .7 per cent, compared to .2 per cent last year, 1.4 per cent in 1956, 6 per cent in 1955 and .3 per cent in 1954.

Three-family apartments follow a similar pattern, with the number this year equal to .7 per cent. This compares to 1.4 per cent a year ago, 1.2 per cent in 1956, .4 per cent in 1955 and .5 per cent in 1954.

House Trailers

Four-family apartments are about the same as other years, on the average, with the number equal to .4 per cent. This compares to .8 per cent last year, 3 per cent in 1956, .2 per cent in 1955 and .5 per cent in 1954.

Single family apartments are decreasing, with the number equal to .1 per cent compared to .2 per cent last year and .3 per cent in 1956.

The survey this year also indicated the number of house trailers is equal to .1 per cent. Statistics for other years are not available.

Oil is still king among fuels, but its reign is less firm than a year ago. The survey shows 59.6 per cent of the homeowners use oil, a decrease over the 65.3 per cent a year ago. In 1956, oil's share of the market was 58.7 per cent; in 1955, 59.4

per cent, and in 1954, 61.4 per cent.

Coal, which slumped in favor a year ago, regained some of its lost position. The survey shows 25.3 per cent of the homeowners use coal, compared to 22.4 per cent a year ago, 30 per cent in 1956, 29.3 per cent in 1955 and 30.3 per cent in 1954.

Gas On Upswing

Use of gas continued on the upswing, with 14.3 per cent of the homeowners reported using it. This compares to 12.2 per cent a year ago, 10.3 per cent in 1956, 10.6 per cent in 1955 and 7.3 per cent in 1954.

One per cent of the homeowners use wood for fuel compared to 8 per cent in 1957, .6 per cent in 1956, .2 per cent in 1955 and .8 per cent in 1954.

Three per cent use electricity for fuel. There are no statistics available on its use in other years.

Coke is used by .2 per cent of the homeowners, the same as 1957, compared to 8 per cent in 1956, .4 per cent in 1955 and 7 per cent in 1954.

Exactly 53.8 per cent of the homeowners use electric hot water heaters. This compares with 54 per cent last year, 68 per cent in 1956, 50.9 per cent in 1955 and 52.9 per cent in 1954.

Other Heaters

Gas hot water heaters are the next favorite type, with 25.2 per cent of the homeowners using them. This compares to 24.9 per cent a year ago, 14.6 per cent in 1956, 23.2 per cent in 1955 and 18.8 per cent in 1954.

Oil burning hot water heaters are used by 18 per cent of the homeowners, compared to 18.5 per cent a year ago, 11.8 per cent in 1956, 20 per cent in 1955 and 21.5 per cent in 1954.

Coal for hot water heaters is employed by .6 per cent of the homeowners, compared to .8 in 1956, 1.7 per cent in 1955 and 4 per cent in 1954.

Those who said they don't know what they use or haven't any device for hot water heating equaled 2.4 per cent.

In listing fuel oil brands, 10.7 per cent didn't know their brands or failed to mention one of the 17 brands with larger markets.

Other oil brands and their per-

Buying Habit Study shows, features 84.9 per cent of the families owning their own homes; 87.6 per cent of the homes of the single family type, and 59.6 per cent of the homes heated with oil. (Post-Crescent Photo)

Austrians Win Oil Reparations Cut From Soviets

Moscow—^{AP}—Austrian Chancellor Julius Raab left Moscow today after a 1-week visit during which he won a 50 per cent reduction in oil reparations to the Soviet Union.

Soviet Premier Khrushchev, went to Moscow airport to wish Raab a jovial goodbye.

In a brief speech, Khrushchev said he was especially pleased that he and his visitor had reached unanimity of views on a wide range of international subjects. The Austrians said before they came to Moscow that they would discuss only Soviet-Austrian relations with the Kremlin leaders and would resist any attempt to be dragged into discussion of international problems.

The Austrian independence treaty signed in 1955 committed Austria to supply 10 million tons of oil to Russia as reparations by 1965. The reduction was the chief object to Raab's visit.

Sees Segregation as Protestant Problem

Collegeville, Pa.—^{AP}—A Southern theologian says that the racial issue is primarily a Protestant problem because segregation is strongest in the Bible-belt region where Protestantism is strongest.

The Rev. Dr. R. L. Shinn, of Vanderbilt University, Nashville, Tenn., told a laymen's conference here that he rejected any "suggestion that Southern people are more wicked than people elsewhere," but he added:

"To the extent that the church of the South represents a cultural religion, they are likely to support segregation. To the extent that they bring Christian judgment upon culture, religion, they protest . . . the injustice of segregation."

The Law and You

Debt Payment Plan Possible For Time-Purchased Goods

Many families buy goods on time payment plans, incur other debts, and suddenly find their weekly or monthly payments are too much for them. This may be because of unexpected illness, unemployment, a cut in overtime, or heedless surrender to high pressure salesmanship.

Personal bankruptcy is always an unpleasant way out and may even be unavailable in some cases. Usually the debtor really wishes to pay off the money he owes.

Is there anything else he can do?

In many cases there is. Federal law provides for a wage earner's plan for payment of debts where the debtor has an annual income of less than \$5,000 and is employed for wages, salary, or hire.

Prepares Plan

The wage earner's attorney prepares a plan under which the wage earner will pay a certain portion of his income each

month to a trustee for a certain period of time. Usually this is no longer than three years. The trustee is then to pay the money out among the creditors who have money coming from the wage earner.

The plan is submitted to all the creditors and to the federal district court. If it is approved in writing by the creditors, a referee in bankruptcy will generally confirm the plan and appoint a trustee. Frequently, the wage earner then has his wages paid directly to the trustee who makes partial payments on the debts according to the plan and pays the remainder to the wage earner.

The plan aids the debtor by halting garnishment actions against his paychecks and sometimes allowing him to keep goods that are partially paid for. It gives the creditors a chance to collect the debt without the heavy expense of placing the debt with a collection agency. They will frequently prefer it to a bankruptcy case in which they may collect little or nothing.

(The State Bar of Wisconsin offers this column to inform, not to advise. Facts may change the application of the law.)

Legendary British Chief Judge Retires

London—^{AP}—With the retirement this year of Lord Chief Justice Goddard, Britain will lose a legend—an English judge who reads Dickens, thinks criminals ought to be flogged, and enjoys telling spicy jokes.

At 81, spry, wiry Lord Goddard still comes bustling into courtroom adjusting his lord judge's wig.

"Your appeal is of an impudent nature," he will chide one lawyer. Or he will as scathingly: "Am I correct in thinking you are going to make what I might call the usual defense?"

Concern for Little Man

He has a painstaking sympathetic concern for the rights of the little man. As lord chief justice he presides over the entire administration of the common law courts, but he personally hears cases that may seem trivial. Britain's lord chief justice hears ordinary civil and criminal cases along with the other judges of the queen's bench.

Though Goddard is endlessly patient when he senses an injustice, he does not believe in light sentences once guilt has been proved.

"I have never understood," he said once, "how the criminal law could be a deterrent unless it were also punitive. I believe we have thought too much of the criminal and not enough of the victim."

Advocates Flogging

Though his much criticized advocacy of flogging for certain types of criminals, and his belief in capital punishment of convicted murderers.

A widower, he lives alone and seldom goes out except to visit his grandchildren.

It's a treat when he does go to a party. His repertoire of all-male jokes is the envy of professional London. He is not as choosy about wines as he once was—in younger days he would take his own wines with him to a dinner party if he was not acquainted with his host's cellar.

Labor Appointee

Goddard was appointed lord chief justice by the labor government in 1946.

He has been distinctly non-political, though by no means above criticism. He personally hears any cases that might have political significance, so that any criticism will be of him and not a lesser judge.

"They can say what they like about me," he says, "but at least I'm honest."

Protest Exposure Of Japanese Ships To U. S. Radiation

Tokyo—^{AP}—Foreign Minister Aichiro Fujiyama said in parliament today Japan will file a strong protest to the United States and ask appropriate compensation for two Japanese coast guard ships and crews reportedly exposed to radiation outside the Eniwetok danger zone.

Fujiyama spoke in reply to opposition socialist questions in the foreign affairs committee of the (lower) house of representatives.

Haruki Mori, foreign ministry American affairs bureau chief, told the committee the vessels *Takuyo* and *Satsuma* were slowed with radioactive rain particles 937 miles west of the announced Eniwetok atoll danger zone. The Japanese coast guard had said June 14 that contamination occurred 180 and 330 miles west of the zone.

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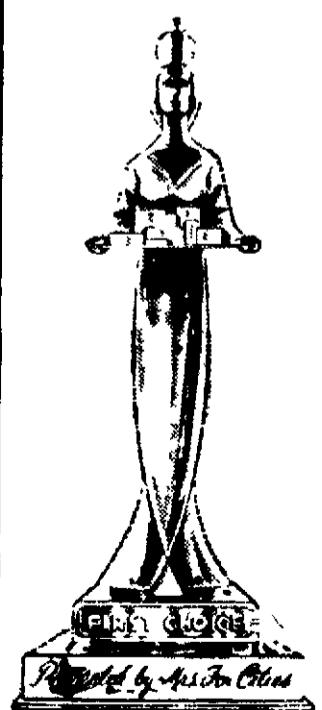
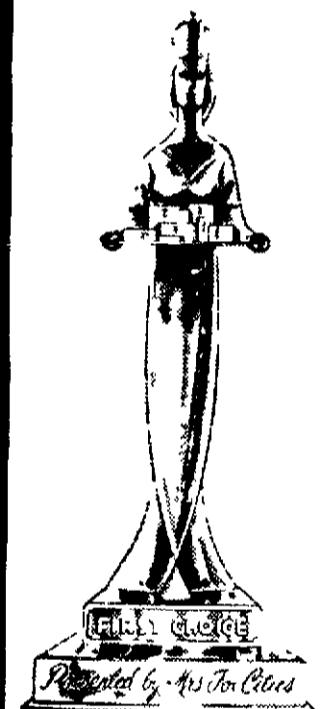
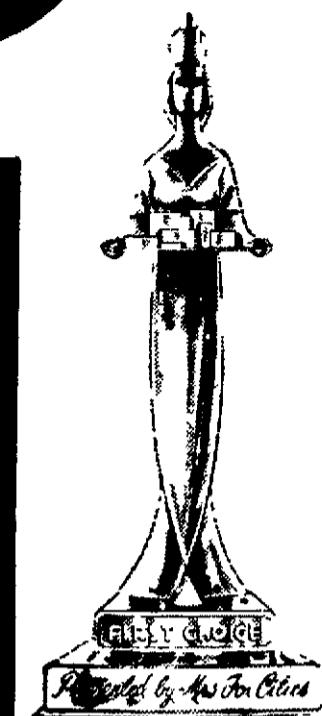
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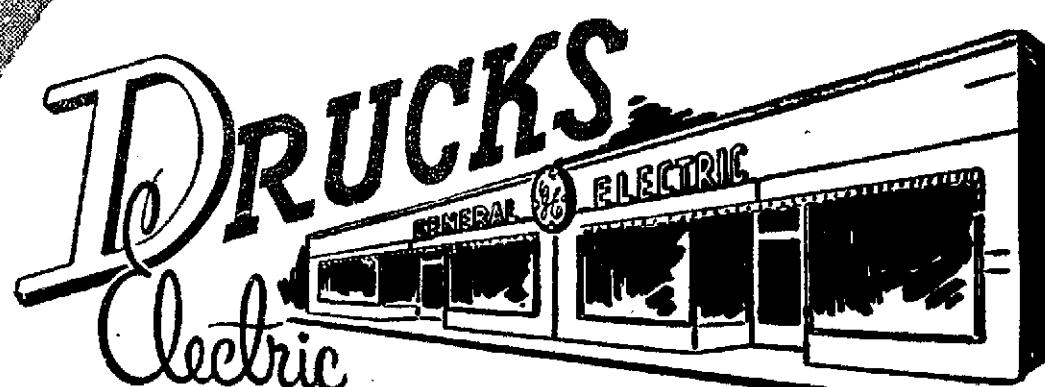
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General Electric is first in refrigerator ownership in the 1958 Post-Crescent Consumer Buying Habit Study! The study showed that General Electric refrigerators are owned by 17.9% of the people surveyed, more ownership than any of the other brand names in use in the Fox Cities.

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MENASHA



Almost Half of All Appleton Food Shoppers Shop at KRAMBO...

47.3% of the Appleton Food Shoppers stated they preferred to shop at Krambo Food Stores for most of their foods, according to the 11th Annual Consumer Habit Buying Survey, published by the Appleton Post-Crescent.

That's Right . . . Practically as Many Appleton Food Shoppers Prefer Krambo as Prefer All the Other Food Stores Combined.

There are many factors which have combined to earn this overwhelming food shopping preference for Krambo. Fine quality certainly rates near the top because no other food store features more nationally-known, fine quality, brand name foods.

Krambo Meats are also unexcelled for quality because every piece of beef is government graded and stamped USDA CHOICE.

Shoppers know they get greater value at Krambo because of the well established "every-day low price" policy. They appreciate the larger selections Krambo provides and they like the warm, friendly, helpful service. If you're not now a Krambo customer find out for yourself what you've been missing. You'll do better all around at Krambo. That's why Krambo ranks 1st in the Fox Cities.



Krambo rates FIRST in the survey for food stores . . . but more than that (almost without exception) every item found to rank first in this area is found at Krambo.

KRAMBO Food Stores

Healthfully Air-Conditioned For Your Shopping Comfort . . .

Almost Everyone In Fox Cities Area Buys Fresh Milk

Food Item for 99 Per Cent of Residents; Fairmont Leading

Some call it the world's most perfect food. And as in past years fresh milk is a food item for nearly everyone in the Fox Cities area — 99.1 per cent buy it.

Buyership figures for the product that's the pride of the dairy state are very much the same in the three geographical divisions of the Post-Crescent Consumer Buying Habit study. In Appleton alone, 99.2 per cent buy it, in Neenah-Menasha 99 per cent and in the area of Kaukauna, Kimberly, Little Chute and Combined Locks, 99.1 per cent.

In the total survey figures, Fairmont again leads, as it has for the last five years, this

year with a user percentage of 25.4, compared to last year's 24.9 per cent.

Also keeping a rather constant position is Morning Glory, again second and bought by 15 per cent of users after 15.8 per cent last year.

Gear has kept its 8.1 per cent of last year but this year has displaced Quaker for the third place berth. Quaker now is tied with Meadowview for fifth with a 7.2 percentage. Hietpas, fifth last year at 7.3, is now fourth at 7.8.

Broken down geographically, the figures show Fairmont leading other milk brands in Appleton, where it is bought by 32.2 per cent and in the "down river" communities, where it is used by 27.8 per cent of the total buyers, a rise from 20.4 last year. In 1957 it was bought by 34.1 per cent in Appleton.

Both areas also rate Morning Glory second, a rise from third place and from 13.3 to 17.2 per cent in several communities last year. It is bought by 17.7 per cent in Appleton, after 18.7 per cent last year.

Quaker Third

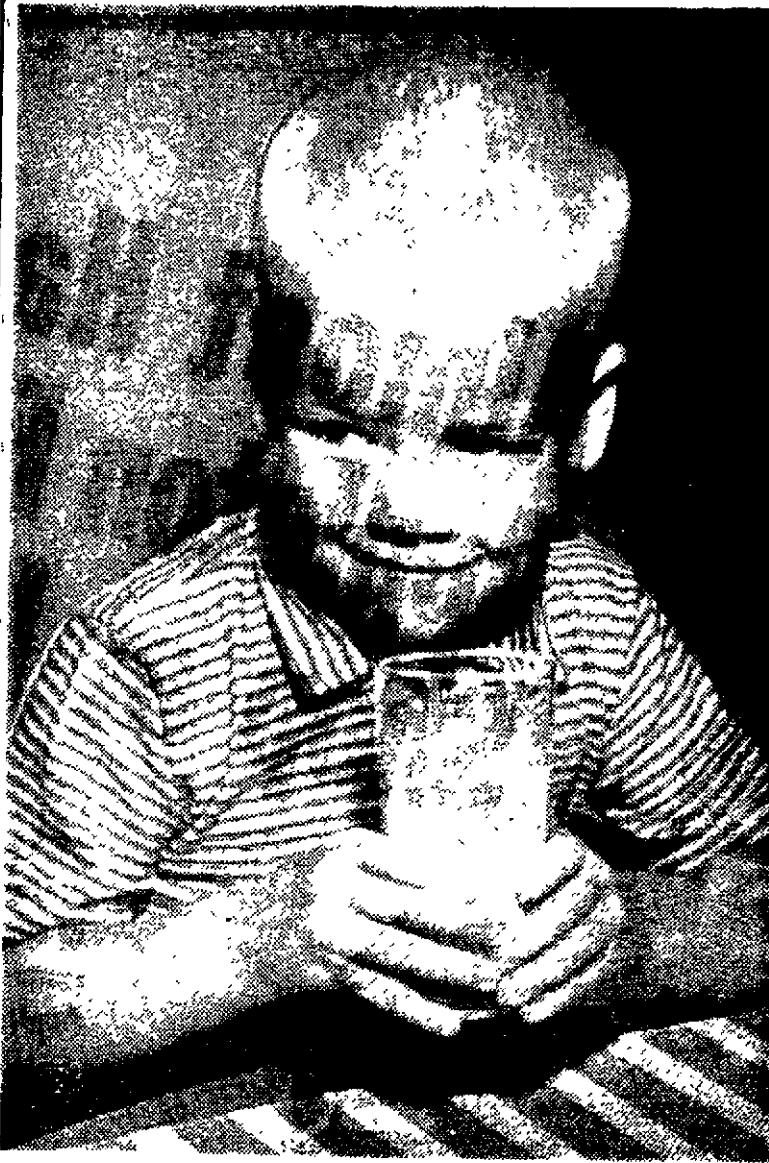
Quaker again is in third place in Appleton, with 12.3 per cent of the buyers using it. Hietpas has displaced Utschig, now in sixth place, in the fourth place slot with 11.2 per cent and Schaefer remains fifth at 9.8 per cent.

In Kaukauna, Kimberly, Little Chute, and Combined Locks Lamers milk now is third with a 16.3 percentage, after 15.4 per cent of users last year. Klein's, sixth last year with 9.2 per cent, now is fourth with 12.3 per cent. Hietpas is fifth with a buying percentage of 11.5 per cent.

In Neenah-Menasha, Gear again is the most-bought brand at 25.8 per cent, although Meadowview is close behind at 23 per cent. Both brands held their same positions last year, with percentages of 28.5 and 18.4.

Galloway Golden Crest milk again is third, purchased by 16.7 per cent of Twin Cities residents, compared to 14.8 per cent last year. Fairmont in fourth this year with 12.8 per cent of the buyers compared with 12.3 per cent last year and Marten in fifth with 11.7 per cent, after 13.8 per cent last year.

In the third place position is Johnston, at 19.8 per cent, last year second at 20.9. Flavor Kist,



Like Nearly Everyone Else in the Fox Cities, 5-year-old Bense Wright, is a consumer of fresh milk. Here the youngster, the son of Dr. and Mrs. Frank Wright, 1911 N. Racine street, enjoys a big glass of it. (Post-Crescent Photo)

Usership Rises

National Biscuit Leads Cracker, Cookie Brands

When a Fox Cities youngster nibbles on a graham cracker, soda cracker or packaged cookie between meals, chances are fair that at least one of them is a National Biscuit product.

Usership of each of these three products has increased in the last five years, the Post-Crescent consumer buying habit study shows, and in two of the three types National Biscuit has increased its lead.

Of the three cookie and cracker categories, the biggest buyership increase is in packaged cookies, now bought by 63.0 per cent of area residents. National Biscuit is bought by 25.9 per cent of total buyers, a drop from its 1957 percentage of 28.7. Rippin' Good, now second at 21.5 per cent, jumped from third and 8.8 per cent last year.

Johnston Third

In the third place position is Johnston, at 19.8 per cent, last year second at 20.9. Flavor Kist,

last year sixth at 5 per cent, now is fourth at 8.1, and Sawyer is down from 6.9 and fourth to 5.8 per cent and the fifth place berth.

National Biscuit took its biggest leadership jump—from 42.1 per cent of total buyers in 1953 to 53.8 this year—in graham crackers. In this category usership increased from 81.8 per cent of residents to 82.9.

Both second and third place brands recorded drops but kept their same rank. Johnston, in 1953 bought by 18.1 per cent of the total buyers, this year was picked off shelves by 10 per cent. Schulze-Burch recorded a percentage of 8.7 this year after 17.8 in 1953.

In fourth place is Kroger at 5.1 per cent, not on the market in 1953. Sawyer, the number five place consistently and only mid-brand this year at 3.8 per cent, nor variations of position have occurred among other brands in the last five years, indicating that automobile owners have a fairly set pattern in gasoline buying.

About one woman in five questioned did not know the brand of gasoline used in the family car. That percentage hasn't changed much in the last five years, either.

Usership Gain

Soda crackers, also back on the study this year for the first time since 1953, show a gain in usership from 94.5 per cent of area residents to 96.8 this year. In the 5-year period National Biscuit has increased its lead from 29.4 per cent of total buyers to 38 per cent.

Second, third and fourth place brands have kept their same positions though with fluctuating percentages. Schulze-Burch is second with 18.7 per cent after 27.9 in 1953. Johnston third with 10 after 12.4 in 1953 and Salerno third at 7.8 after 4.5 in 1953.

Sawyer is up from sixth to fifth place with a jump of 1.3 to 5.8 per cent.

National Biscuit is the only brand sold at all four area chain grocery stores.

More Shoppers Buy Salad Oil

Wesson Leads Field For 2nd Year; Mazola In Runner-Up Spot

More Fox Cities shopping bags contain a container of salad oil these days.

Users of salad or cooking oil have grown from 63.3 per cent of area shoppers in 1954 to 71.7 per cent this year, the eleventh annual Post-Crescent consumer buying habit study shows.

Two out of five of them — 40.2 per cent — say they buy the leading brand, Wesson oil. Wesson tops the field for the second year in a row after taking over the reigning spot last year.

Runner-up in the current survey is Mazola with 31.2 per cent of the market, higher than its 27.9 per cent in 1957, but less than its first-place 45.7 per cent four years ago.

Third Place

Another 17.4 per cent of the salad oil patrons name Kraft as their brand. The third-place label has shown a steady loss of backers since 1955, when it bit into Wesson and Mazola's share of sales with a striking rise from 7 to 28 per cent.

It's not hard for the housewife seeking salad or cooking oil to find the brand she wants, the survey reports. Of the five brands listed by area homemakers, the top four can be found in any of the four chain grocery stores in the Fox Cities.

Standard Retains First Place With Gasoline Buyers

About one automobile owner in five in the Fox Cities fills his car tank with Standard gasoline.

The eleventh annual Post-Crescent Consumer Buying Habit study shows, as it has every year, that Standard gasoline is purchased by more people than any other two brands combined.

Fifteen other brands were mentioned by more than 1 per cent of the housewives contacted in the survey. Clark is purchased by 8.4 per cent of gasoline buyers, Sinclair by 7 per cent, Cities Service by 6.1 per cent and Mobilgas by 5.8 per cent. Other often-bought brands include Shell, D-X, Skelly, Zephyr, Pure, Phillips, Consolidated and Texaco.

In fourth place is Kroger at 5.1 per cent, not on the market in 1953. Sawyer, the number five place consistently and only mid-brand this year at 3.8 per cent, nor variations of position have occurred among other brands in the last five years, indicating that automobile owners have a fairly set pattern in gasoline buying.

About one woman in five questioned did not know the brand of gasoline used in the family car. That percentage hasn't changed much in the last five years, either.

Array of Dinosaurs Assembled in Library

Bound Brook, N. J. — Mr. and Mrs. Louis Wisbeski are living in the past—150 million years in the past—with a collection of prehistoric plaster-of-paris reptiles.

The Wisbeskis, assisted by 40 young craftsmen, have assembled a formidable array of dinosaurs in the children's reading room at the Bound Brook Memorial Library.

Ban Tops List Of Deodorants

Bought by 24.9 Per Cent After 3 Years on Market

After three years on the Fox Cities market, Ban leads the field of underarm deodorants, bought by 24.9 per cent of the 93.5 per cent of area residents who use underarm deodorants.

Ban's rise has been from 13.5 per cent of users, 13th in its department in its first year on the market in 1956, and second place last year, with 18.8 per cent of users, as shown in the Post-Crescent Consumer Buying Habit survey.

Arrid, now second after being replaced in the top berth, is bought by 20.2 per cent of users, compared with its 19.2 percentage last year.

This year's third place deodorant is Mum, which was third last year, too. It was the choice of 15.8 per cent of users this year, after 15.2 per cent last year.

Up from seventh place in 1957 to fourth this year is Fresh, with a percentage rise from 5.9 to 7.1. Mennen has kept its fifth place spot and is bought by 7 per cent of users, after 6.5 per cent last year.

All five of the top brands are sold by all four area chain grocery stores.

Taxi Driver Returns

\$2,300 Left on Seat to Bewildered Passenger

Washington —
Taxi driver Melvin James let a woman passenger off at a downtown bank and drove off. Some six blocks away he saw a large purse on the back seat, and hurried back to the bank. The woman wasn't there.

He looked into the purse. It contained \$2,300 in cash.

James searched the nearby area and found the woman, standing bewildered in the middle of the sidewalk.

"She said the \$2,300 belonged to her recreational club's funds," said James. "The loss had hit her hard. She didn't even know what kind of a cab she had been in."

Any reward?

"No, she was so flustered I guess she forgot."

Fewer Fox Cities Housewives Use Dry Milk, Survey Shows

Fresh milk seems destined to the total buyers. It was the choice of 11.8 per cent last year.

White House, up from its 1957 fifth-place berth to third, now has a 4.2 percentage usership after 2.9 per cent in 1957. Starlac, down from third to fourth, dropped in usership from 7 per cent to 3.5 per cent. The Kroger brand has risen from less than 1 per cent to fifth place, bought by 3.1 per cent of users.

Carnation and Starlac are available at all four of the area chain grocery stores. Pet, at three, and the other two name brands, are used by 1.6 per cent of users at one each.

Soda crackers, also back on the study this year for the first time since 1953, show a gain in usership from 94.5 per cent of area residents to 96.8 this year. In the 5-year period National Biscuit has increased its lead from 29.4 per cent of total buyers to 38 per cent.

Second, third and fourth place brands have kept their same positions though with fluctuating percentages. Schulze-Burch is second with 18.7 per cent after 27.9 in 1953. Johnston third with 10 after 12.4 in 1953 and Salerno third at 7.8 after 4.5 in 1953.

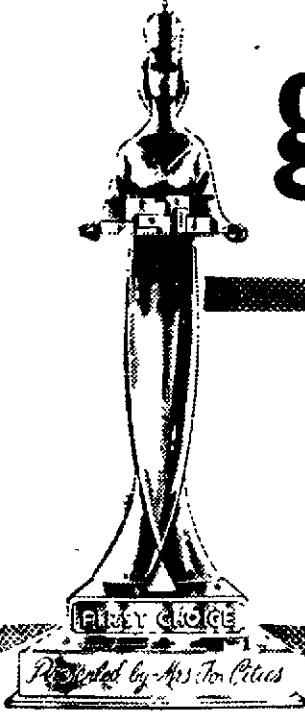
Sawyer is up from sixth to fifth place with a jump of 1.3 to 5.8 per cent.

National Biscuit is the only brand sold at all four area chain grocery stores.

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Fox Valley Brands Dominate Market In Paper Products

Kleenex Most-Used in 3 Classes; Northern Tops in Toilet Tissue

Fox Cities shoppers usually stick to locally made brands when they're buying paper products.

Buying habits tend heavily toward labels put out by Fox Cities paper plants in toilet tissue, facial tissue, paper napkins, paper towels and waxed paper, the Post-Crescent Consumer Buying Habit Survey finds. In all five categories, the leading brand — and in most cases the second-place brand — are area products.

Dominant among local labels with large Fox Cities followings are Kimberly-Clark corporation's Kleenex and Northern tissues, made by the Marathon

division of American Can company at Menasha.

Kleenex tops the paper towel, paper napkin and facial tissue markets by sizeable margins, with an especially commanding lead among facial tissue brands. Northern holds the second-place spot in paper napkins and paper towels and reigns over the toilet tissue field.

Not many Fox Cities shoppers turn thumbs down on Kleenex when they're searching for facial or cleansing tissue. Just over seven of every ten facial tissue users buy the local brand, and the figures for tissue use have shown this same picture for many years. None of the five other brands listed account for more than one-tenth of the market.

Mrs. Fox Cities' shopping list looks about the same for both paper towels and paper napkins, the survey finds. Kleenex is clearly the leader in both fields with 40.4 per cent of the paper towel market and 40.2 in napkins.

Changed Since '57

But the Kleenex story has changed since last year. The Neenah firm's brand claimed a smaller portion of sales in each category in 1957: A second-place 28.8 per cent in towels and 34.1 per cent in napkins.

Northern is the runner-up in both cases with a backing of about one in four paper towel consumers and about one in five paper napkin users. The Menasha label has dropped about 10 percentage points in towel users since 1957, when it held the first place position.

A Green Bay paper firm produces Charmin, the area home-maker's third most-used brand

and combined claim a backing larger than any single label. Families numbering 30.7 per cent of the wiener-eating crowd use of the napkin market.

Garden, Tuttle

Two other area products — Garden, made by the Wisconsin Tissue company, Menasha, and Tuttle, put out by Appleton's Tuttle Press — figured in napkin sales with 2.3 per cent and 1.1 per cent respectively.

It's a close 3-way battle in the toilet tissue field. Northern has an edge at 32.1 per cent, but its dominating lead of over 50 per cent two years ago has been cut. Trailing just behind are Delsey — another K-C label — and Charmin with about 27 per cent each.

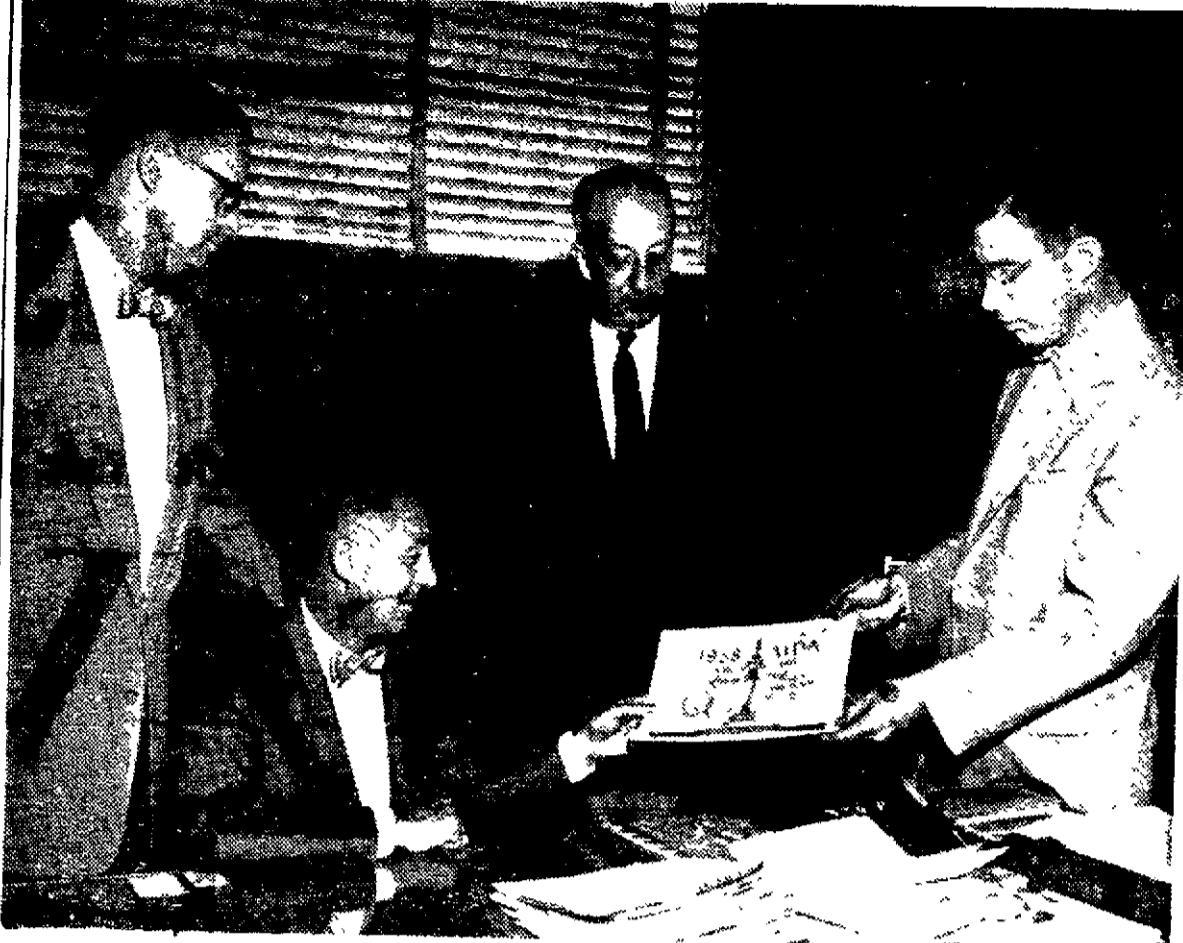
Nearly three of every four waxed paper consumers look for one locally manufactured brand on the shelves of area stores.

Marathon's Waxtex, high brand in the field for many years, is tops again with 73.7 per cent of the market. It outdistances the nearest competitor, Cut Rite, by over 65 per cent points.

As might be expected, paper products are found in a great majority of area homes. Toilet tissue couldn't be much more common — it's used by 99.8 per cent of Fox Cities families. Figures for the others: waxed paper, 88.8 per cent; paper towels 59.8 per cent; paper napkins, 90.6 per cent, and facial or cleansing tissue, 95.5 per cent.

Some Days Like That

Nogales, Ariz. — At a local dance, the 10 gallons of gasoline door prize went to a gas station operator. It was a competitor's brand.



An AIDA Award is Presented to the Krambo Food stores which led as the outlet for grocery purchases in the Post-Crescent Consumer Buying Habit study. From the left are David Lindsey, Post-Crescent promotion manager; Clarence Kramlich, chairman of the board of the food stores; Arthur Piepenburg, Krambo advertising manager, and Henry Starck, Post-Crescent retail advertising manager. According to the study, 36.4 per cent of Fox Cities women shop at the Krambo stores. (Post-Crescent Photo)

Oscar Mayer Tops Market in Fresh Wieners

Claims Following of One-Fourth Fox Cities Hot Dog Consumers

When it comes to the old American institution of the hot dog, more Fox Cities housewives turn to Oscar Mayer than any other single brand.

About one in four area homemakers buy Oscar Mayer, according to the Post-Crescent consumer buying habit survey. Long the top label, Oscar Mayer captured 24.4 per cent of the fresh wiener market this year, a decrease from 30.9 per cent two years ago.

All local meat dealers' brands in combined claim a backing larger than any single label. Families numbering 30.7 per cent of the wiener-eating crowd use of the napkin market.

Local Labels Drop

But the trend is away from independent labels. Use of the area products has dropped from 41 per cent five years ago.

Families that turn thumbs down on wieners are few, the survey shows. Hot dogs continue to be widely used, with 83.7 per cent of Fox Cities shoppers numbering wieners among their purchases.

A fairly high percentage of them don't know what brand they buy, however. A full 13.8 per cent of wiener users told interviewers they couldn't name their brand.

Peter's Second

Peter's, a brand with little noticeable area patronage in recent years, took over second place among single labels this year as the choice of 9.2 per cent of buyers. Peter's rose from less than one per cent in 1957.

Wiener users named eight other brands, but none had the backing of more than five per cent of Fox Cities shoppers.

Some Days Like That

Nogales, Ariz. — At a local dance, the 10 gallons of gasoline door prize went to a gas station operator. It was a competitor's brand.

AIDA Awards Given to Top Products

The AIDA statuette certificate, an honor that can be won only by consumer acceptance, will be awarded to companies whose products have ended up in first place in each classification in the Post-Crescent consumer buying habit study.

AIDA means the product has gained the greatest attention in the Fox Cities, aroused maximum interest, produced the greatest desire for ownership and has resulted in the greatest consumer action.

The Post-Crescent is awarding the certificates, the highest tribute the consumer can pay a product, to all companies who rate first places.

Awards are going out under the name of Kenneth E. Davis, general advertising manager.

Pair Much Alike, but Differ Widely Politically

Honolulu — Robert Cates, Oahu county Democratic chairman, and Edward Johnston, Oahu county Republican chairman, are opposites politically — but look-alikes in other ways.

Both are 40 years old, live in the same neighborhood, originally came from Illinois and arrived in Hawaii as servicemen.

Both sell insurance and in the wrong political party.

Automatic Washer Type Leads Wringer Model

40 Per Cent of Fox Cities Homes Are Equipped With Clothes Dryers

For the first time in the Post-Crescent Consumer Buying Habit study history, more Fox Cities housewives use automatic washers than the wringer type.

While the percentage of types and 11.8 per cent had wringer homes with automatic washers has been increasing steadily, so cent have automatics, 44.9 per cent with automatic clothes dryers, cent have wringer types and although the number of owners 6.1 per cent had spinners. Last year the percentage of automatic washer owners trailed

Wringer ownership, 41.4 per cent to 50.7 per cent machines of some type. Clothes dryers are in 40.2 per cent of by two-thirds of wringer wash homes, compared with 35.9 per cent owners. Speed Queen is cent a year ago and 16 per cent bought by 36.1 per cent and five years ago.

The percentage of washing year Maytag was in front, 34.8 per cent to 32.4 per cent. In two per cent to 32.4 per cent. In two at one time worked for the earlier years, Speed Queen held same concern at adjoining a slight lead. Eight other desks. They served together on the board of the junior chamber of commerce, and each became active in local politics in 1954.

As an added resemblance, each feels a little sorry for the other. Each thinks the other is in the wrong political party.

Most Are Electric

No two makes are as dominant in the automatic washer field, although Kenmore (Sears) and RCA Whirlpool continue to hold their one-two positions, as they have for the last four years. Kenmore is in 22.4 per cent of users' homes and RCA Whirlpool in 13.1 per cent. Other leading makes are General Electric, 11.1 per cent; Maytag and Westinghouse, 8.8 per cent each. Eight other makes are in 1 per cent or more of users' homes.

About 19 out of 20 clothes dryers are electric, the remainder are gas operated.

Kenmore dryers are in 20.4 per cent of users' homes, Westinghouse is in 14 per cent and General Electric in 11.1 per cent. Other makes with substantial distribution are RCA Whirlpool, Bendix, Hotpoint, Frigidaire, Hamilton and Speed Queen. Kenmore was first in 1958 and 1957, after trailing Westinghouse in 1958 and 1955.

Not too surprising, almost all housewives know the make of washing machine and clothes dryer they use.

Modern Life Tensions May Hike Headache Remedy Sale

Perhaps it's because of the increased tensions of modern life that a greater percentage of Fox Cities residents are using headache remedies this year than last.

The Post-Crescent Consumer Buying Habit study shows the percentage of users at 95.9 this year, compared to 93.7 per cent in 1957.

There has been a leveling off in the top three brands in the last three years, the survey shows. Bufferin, now first with 33.9 per cent of users buying it, has risen from its 1958 and '57 third place positions of 18 and 32.2 per cent.

Bayer aspirin, in the top

berth in the last two years, used by 55.6 per cent of buyers in 1958 and 36.5 per cent in 1957, now is second with 32.6 per cent. Just behind it is Anacin at 32.4 per cent, second in the last two years with 30.5 and 32.4 per cent.

Alka Seltzer occupies fourth place, coming up from last year's 4.7 per cent fifth place position. It is used by 6.2 per cent of buyers this year. Walgreen aspirin, which it displaced, now is in the fifth place spot, with 5.3 per cent of usership.

Bufferin, Anacin and Alka Seltzer are sold at all four area chain grocery stores.

FIRST CHOICE AGAIN IN 1958*

5 YEAR GUARANTEE

On Every New 1958 Chevrolet We Sell!

Shown here to the right is our SERVICE DEPARTMENT. At GUSTMANS we have fully trained mechanics in all departments. Whatever your service needs may be, you can always be sure of complete satisfaction at GUSTMANS!



Automobile Ownership

What Makes of Automobiles Does Your Family Own?

Make of Car	1958% of Owner Families
Chevrolet	24.1%
Car F	19.0%
Car B	11.6%
Car P	10.8%

1958 Post-Crescent
Consumer Buying Habit Study

**TAKE ADVANTAGE OF VOLUME SAVINGS
And Deal Direct With Wisconsin And Upper
Michigan's Largest Dual Chevrolet-Oldsmobile Dealer!**



1958 CHEVROLET-OLDSMOBILE OUTDOOR NEW CAR SHOWROOM
222 LAWE ST. — KAUKAUNA

**YEAR END CLEAN-UP PRICES AVAILABLE NOW
THREE MONTHS EARLY
OVER 100 1958 CHEVROLETS & OLDSMOBILES**

Weekdays 8 A.M. - 8:30 P.M.

Saturdays 8 A.M. - 5 P.M.

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CHEVROLET — OLDSMOBILE
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280 Used Cars and Trucks Now on Display at our Four Used Car & Truck Centers in
Kaukauna, Seymour, and Marinette-Menominee

3 Homes in 4 Keep Beer in Refrigerator

Adler Brau Bottled,
Schlitz in Cans
Lead Users' Lists

Three out of four families in the Fox Cities keep bottled beer in their home refrigerators and the chances are one in five that it's Adler Brau made in Appleton.

While the 75.5 per cent using bottled beer represents a slight drop from previous surveys, the percentage of canned beer users is up, also slightly, and now 43.8 per cent of families use it, the eleventh annual Post-Crescent Consumer Buying Habit study shows.

Schlitz moved into first place in the number of canned beer users.

Adler Brau new in the canned beer field three years ago when it was the fourth most sought-after brand moved up to third in 1957 and this year stepped up again and now is the choice of 13.3 per cent of canned beer users, a notch behind the 17.7 per cent of first place Schlitz.

Pabst is third with 12.2 per cent and Blatz is fourth with 1 in 10 customers asking for it.

Brands Important

Brand names are important in beer buying — both canned and bottled—for 53 per cent of buyers don't know the brand of bottled beer they use and 10.7 per cent are not familiar with the brand of canned beer they buy.

Adler Brau, bottled, is the choice of 20.4 per cent of buyers. That's somewhat less than the percentage it commanded in the previous four years. Chief Oshkosh, second in each of the last five years, continued its slow but steady gain and this year is purchased by 17 per cent of bottled beer users. Schlitz is the choice of 9.1 per cent, Silver Cream is purchased by 7 per cent and Miller's by 6.5 per cent. Also high on the buyership list are Blatz, Kingsbury, Heileman's, Budweiser and Pabst.

Local Brews

The survey indicates that more people are becoming aware of and using other so-called "local" brews. While Adler Brau and Silver Cream are among the top five Oconto has been gaining slowly but steadily and Rahr's Berlin and Peo- ple's all were purchased by usership percentages of 14.8, more than 1 per cent of users three years ago were 14.7, 7.9.

In the canned beer field, and Pabst continues to be the third most purchased brand, the choice of 12.2 per cent of users. That is about the same percentage it commanded five years ago, but is less than the percentages of 1955, 1956 and 1957.

Canned Blatz, the choice of 26.7 per cent of users in 1954, has declined steadily since that time, now is the choice of 10 per cent, good for fourth place. Hamm's is in the fifth spot with 8.9 per cent. Miller's, Budweiser and Heileman are not far behind.

Finally Finds Owner Of Senior Class Ring

Lone Wolf —**M**— Ray Brunk, two years ago found a senior class ring.

He started tracing it through a jewelry salesman and high school annals in the area.

He finally found the ring was lost by J. G. Heflin, now pastor of a church in Benton, Ark. Heflin said he lost the ring in 1950 at a 4-H encampment.



A Well Fed but Still hungry Chihuahua digs into a dish of dogfood, illustrating why Fox Cities dog owners continue to fill at least part of their shopping bags with food for canine connoisseurs. The Chihuahua belongs to Anita Reed, route 3, Appleton. (Post-Crescent Photo)

More Catsup Bottles Bought

95.1 Per Cent of Area Population Uses It, Figures Show

More and more catsup bottles will go on picnics with Fox Cities residents this summer, figures in the Post-Crescent Consumer Buying Habit study show.

Catsup users comprise 95.1 per cent of the total area population, compared with 92.1 per cent in 1955.

And again this year, the Heinz brand is the leader in its field, with an even more solid first place position of 44.5 per cent of all users, up from 39.7 per cent three years ago.

Second, third and fourth place brands in 1955, Snider, Hunt and Del Monte respectively, are in the same spots now, with their user percentages of 14.8 and 7.5. Their percentages for the first time this year three years ago were 14.7, 7.9.

Red Owl brand is in fifth place this year a jump from its seventh place spot in 1955. Of the total users, 10.1 don't know what brand of catsup they buy.

All top five brands except Red Owl are available at all four area chain grocery stores.

Judge Overrules In Court Cuffing

Hartford, Conn. —**M**— Mrs. Josephine Jefferson tried to settle her argument in court, but the judge overruled her.

The 28-year-old woman appeared in police court to answer charges of breach of peace and resisting an officer. The complainant, Sam Williams, was there, too.

The judge had just sentenced Mrs. Jefferson to 30 days in jail for resisting the officer, and found her innocent of the breach of peace charge.

But then she walloped Williams on the jaw.

"Sixty days for contempt of court," said the judge.

More Fox Cities Residents Have Dogs, Survey Shows

You'll notice more of man's best friend in the Fox Cities this year, and his dog food diet also may have changed.

Dog ownership has risen from 19.7 per cent of the area population in 1957 to 24.5 per cent this year, the Post-Crescent Consumer Buying Habit survey shows.

A change in dog owners' buying habits has made Gaines

and Purina Dog Chow the most-bought brands in the Fox Cities. Each is fed to canine pets by 15.3 per cent of dog food buyers.

Last year Friskies was the leader, bought by 17.5 per cent of the users. This year it is in fourth place, bought by 11.4 per cent. Gaines was second last year, bought by 13.2 per cent, and Rival, this year fifth at 9.8 per cent, was third at 10.4 per cent. Purina Dog Chow rose from its fourth place position at 9.2 per cent last year.

Vets has taken third place this year, bought by 12.7 of buyers, rising from a tie for sixth place at 5.8 per cent last year.

Gaines, Friskies and Rival are sold by all four of the area chain grocery stores. Purina Dog Chow and Vets are sold by three.

Minister Urges Active Role in Civil Defense

Washington, D. C. —**M**— It's a Christian duty to take an active role in civil defense, says the Rev. Dr. H. Conrad Hooyer, head of the National Lutheran council's division of American missions. "Religion," he adds, "is of primary concern in event of disaster."

Happy Day!

"No-iron" miracle
fabric shirts wash
whiter than new
with



**Hi-lex
Powder**



KROMA-X



**FOR
FINE
FABRICS**



It suds up... softens water... **Kroma-X** contains everything you need for fine fabrics washing... gentle bleach, brightening agents, detergent and water conditioner. Keep his miracle fabric shirts bright, white, new-looking always.... with **Kroma-X**! A **Hi-lex** premium product.

Win a \$50 U.S. Savings Bond

OR ONE OF TWO OTHER PRIZES
in the Easiest Contest Ever!



Mrs. Fox Cities Buying Habits Contest

All You Need Is This Buying Habits Tabloid, Sharp Eyes and a Pencil!

Read These Simple Rules Carefully - Enter Today!

CONTEST CLOSES — MIDNIGHT, AUGUST 3RD

RULES

- 1) This contest is open to anyone, 18 years of age or older. Post-Crescent employees and members of their immediate families are not eligible to participate. Only **one** entry per person is permitted.
- 2) To enter the contest, the reader must carefully check the complete Fourth Annual Mrs. Fox Cities AIDA Awards Tabloid, dated Tuesday, July 29, 1958. On a sheet of paper $8\frac{1}{2} \times 11$ inches the contestant must typewrite or print:
 - a) The name of each product that received an AIDA Statuette in 1958 as advertised in the AIDA tabloid edition.
 - b) The product must be one with an advertising message in the tabloid **only**. Multiple mentions of the same product should be counted as one.
 - c) The total number of times the AIDA statuette or emblem appears in the AIDA tabloid, including all illustrations, advertisements and news content.
- 3) Entries will be judged on the basis of the correct total number of answers, accuracy, neatness and originality.
- 4) In case of ties the entry bearing the earliest postmark will be judged the winner. In case of identical postmarks, the prizes will be divided.
- 5) All entries become the property of the Appleton Post-Crescent and none can be returned. The decision of the judges is final.
- 6) All entries must be accompanied by the entry blank below, neatly clipped and mailed to AIDA, Appleton Post-Crescent, Appleton, Wisconsin. Contest closes at midnight, Sunday, August 3rd.
- 7) Prizes:

First Prize	\$50 U. S. Savings Bond
Second Prize	\$25 U. S. Savings Bond
Third Prize	\$10 in Cash

ENTRY BLANK

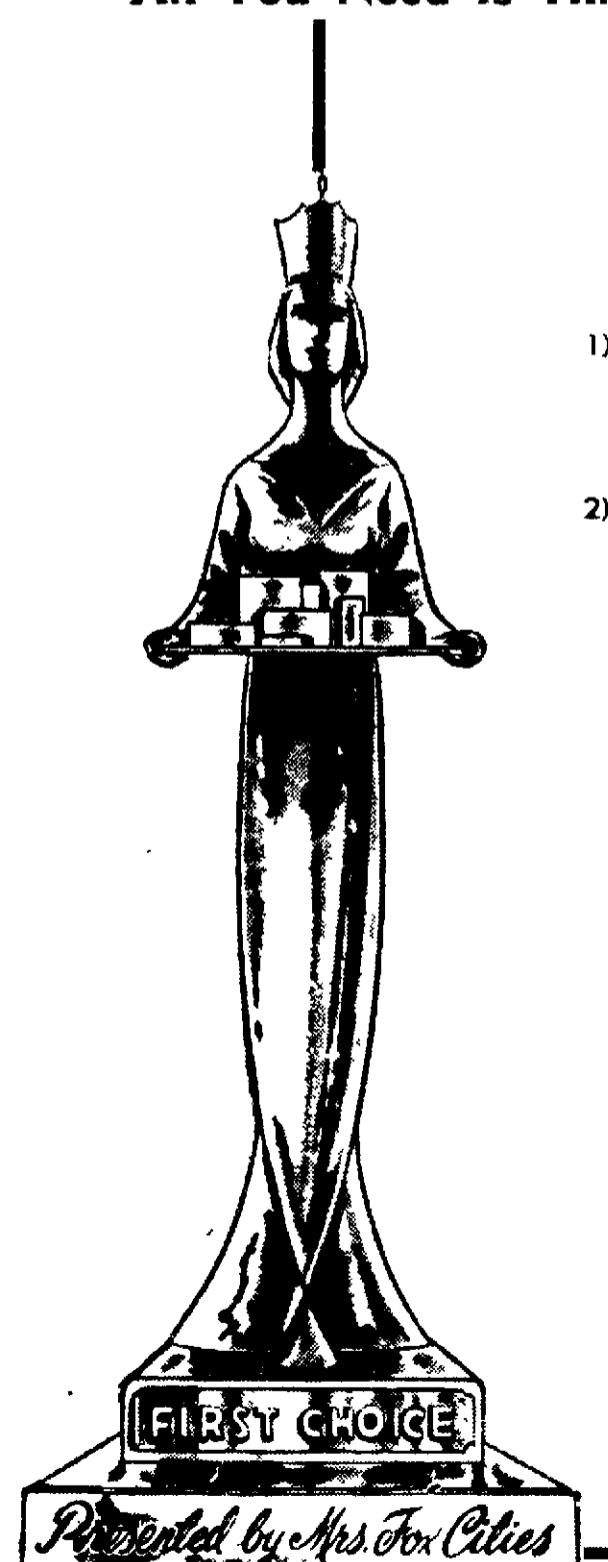
Send in this entry blank today!

Name: (Please! Print or Typewriter!)

Address: (Street and Number or RFD)

City or Postoffice: (Please give exchange)

Persons entering under 18 years of age will be disqualified.



AIDA

Awarded by the Post-Crescent
to All Brands First in Usership

**AIDA — Awarded To Products That Have Gained the
Most Attention — Interest — Desire and Action!**



Reading the Post-Crescent is part of the daily routine for the Leo Francis family, 1406 W. Packard street, as it is for 93.9 per cent of all Fox Cities residents.

Post-Crescent Holds Big Margin in Readership

93.9 Per Cent of Fox Cities Families Buy It, Prefer It

Fox Cities families continue to read and use the Post-Crescent for its news and advertising more than any other newspaper or advertising media. The Post-Crescent's annual Consumer Buying Habit Study shows.

Exactly 93.9 per cent of Fox Cities families buys the Post-Crescent in what appears to be per cent in 1955 and 1954.

96.7 Per Cent

The 93.9 per cent of buyers compares to 93.3 per cent last year, 94.1 per cent in 1956, 93.5 per cent in 1955 and 93.1 per cent in 1954.

Area Described

The Fox Cities includes Appleton, Neenah, Menasha, Kaukauna, Kimberly, Little Chute, Combined Locks and all or part of the towns of Neenah, Menasha, Grand Chute, Harrison and Buchanan.

The Milwaukee Journal leads the rest of the field among competing evening dailies. Eight per cent of Fox Cities families take the Journal, compared to 5.3 per cent last year, 7.1 per cent in 1956, 8.6 per cent in 1955 and 7.3 per cent in 1954.

The Twin City News-Record has 7.2 per cent of the families subscribing, compared to 5.8 per cent last year, 5.5 per cent in 1956, 5.5 per cent in 1955 and 6 per cent in 1954.

Exactly 3.2 per cent of the families take no paper, compared to 3.5 per cent a year ago, 2.9 per cent in 1956, 2.6 per cent in 1955 and 3.3 per cent in 1954. Other evening papers have .6 per cent of the market, compared to 1.5 per cent a year ago, 1.2 per cent in 1956, 1.4 per cent in 1955 and 1.1 per cent in 1954.

Morning Papers

The Milwaukee Sentinel has 11.2 per cent of the families as subscribers to its morning editions. This compares to 13.8 per cent last year, 13.5 per cent in 1956, 12.9 per cent in 1955 and 11.8 per cent in 1954.

The percentage of families which buy no morning paper per cent in 1954. Exactly 6.1 per cent.

At the left are their daughters, Libby and Vicki. (Post-Crescent Photo)

Alberta to Use Care in Share Plan

Edmonton, Alberta — P— Alberta's provincial government

is going to be a lot more careful in distributing this year's share-the-wealth oil dividends. Last year too many people got too big a share.

The \$11 million oil royalty pie was split up into \$20 cash payments in 1957. All you had to do was sign a residence statement, say you were over 21 and the bank clerk or treasury agent would hand over the money. More than half a million people collected.

But drifters, confidence men, drunks and people who just couldn't resist the temptation promptly saw the loophole and began making the rounds of treasury offices and banks. They gave false names and addresses at each stop—and some of them got more than 100 "citizens' bonuses."

This year the government will pay the bonuses by check. Dividend applications have been mailed to Alberta householders, who will have to swear

cent of the families take no paper.

The average number of readers per issue of the Post-Crescent was found to be 2.6, with 56.1 per cent of those surveyed

saying two people read the paper in their family. Exactly 20.9 per cent of those surveyed said there are three Post-Crescent readers in their family; 11.9 per cent said four readers; 4.8 per cent said five readers; 4.2 per cent said one reader; 1.2 per cent said six readers; .5 per cent said seven readers; .3 per cent said eight readers and .1 per cent said nine readers.

Preference for newspapers as a source of advertising jumped from 78.6 per cent to 87.8 per cent among Fox Cities families.

Ten per cent listed television, a decline from 15.4 per cent a year ago. Magazines were preferred by 3.7 per cent, a decline from 4 per cent a year ago. Radio was mentioned by 2.6 per cent, a decline from 3.4 per cent a year ago. Direct mail circul- lars were listed by .9 per cent and 3.5 per cent gave no answer.

to their statements before a commissioner for oaths (notary public).

When the applications are mailed in, a 25-man staff at the treasury department will run them through a battery of electronic sorting machines and, after careful cross-checking, mail out the money.

Another significant difference will be the size of this year's bonus—only \$17.50. Market conditions forced Alberta oil and gas producers to lower their steel helmets, walkie-talkies, output and this cut the government's royalty by one million dollars.

Riot Equipment

Richmond, Va. — P— Police will be the size of this year's bonus—only \$17.50. Market conditions forced Alberta oil and gas producers to lower their steel helmets, walkie-talkies, output and this cut the government's royalty by one million dollars. They are for use in civil disorders.

Ice Cream Sales are Constant in Fox Cities

Bought by 95.1 Per Cent of Residents; Fairmont Leading Brand in All 3 Areas

Sale of ice cream in the Fox Cities area is fast becoming just as inevitable and unchangeable as death and taxes.

Whether it's due to the influence of the dairy state, the multitude of new flavors or any other factor, the frozen dessert now is bought by 95.1 per cent of area residents, figures compiled in the Post-Crescent Consumer Buying Habit study show. Last year ice cream was bought by 94.3 per cent.

Fairmont again is the brand purchased by the greatest per cent of total area buyers—29 per cent—and this year also leads in each of the three survey geographical areas, Appleton, Neenah-Menasha and the Kaukauna, Kimberly, Little Chute and Combined Locks area.

In the total city zone, Quaker Dairy ice cream is the brand bought by the second largest percentage—13.3 per cent this year after its third-place 13.2 per cent of 1957.

Verifine Third

Verifine, formerly second, now is third with 12.3 per cent. Sealtest remains in fourth at 10.8 per cent after 10.6 per cent last year. Table Charm, seventh last year at 3.1 per cent, this year has climbed to fifth in area buyership with a 6.1 percentage. Walgreen brand, last year fifth, is close behind at 6 per cent.

An area breakdown shows a variety of brands high in user- cent in 1957.

More Canned, Frozen Juice Bought in '58

Orange juice squeezers and similar implements are fast going out of style in the Fox Cities, losing to more convenient canned and frozen juices available on supermarket or grocery store shelf.

Usership of prepared juices has jumped from 79.6 per cent of area residents last year to 87.1 per cent this year, the Post-Crescent consumer buying habit study shows.

Brand positions also show a big change this year, particularly in the leader. Kroger heads the list with 11.6 per cent of all prepared juice users. Last year it was ninth, bought by 4.2 per cent.

Snow Crop, last year topping the list with 16 per cent, has slipped to second and 11.3 per cent. Minute Maid, last year second with 15.5 per cent usership, now is third at 10.9.

Libby remains in fourth with a percentage rise from 7.9 to 8.1 per cent. Last year's third place brand, Birdseye, was bought by 14.2 per cent; this year is fifth and bought by 8 per cent.

Of the brands named, Kroger is sold by one of the four area chain grocery stores, Snow Crop and Minute Maid by three, Libby by all four, and Birdseye by two.

Riot Equipment

Richmond, Va. — P— Police will be the size of this year's bonus—only \$17.50. Market conditions forced Alberta oil and gas producers to lower their steel helmets, walkie-talkies, output and this cut the government's royalty by one million dollars. They are for use in civil disorders.

Close Behind

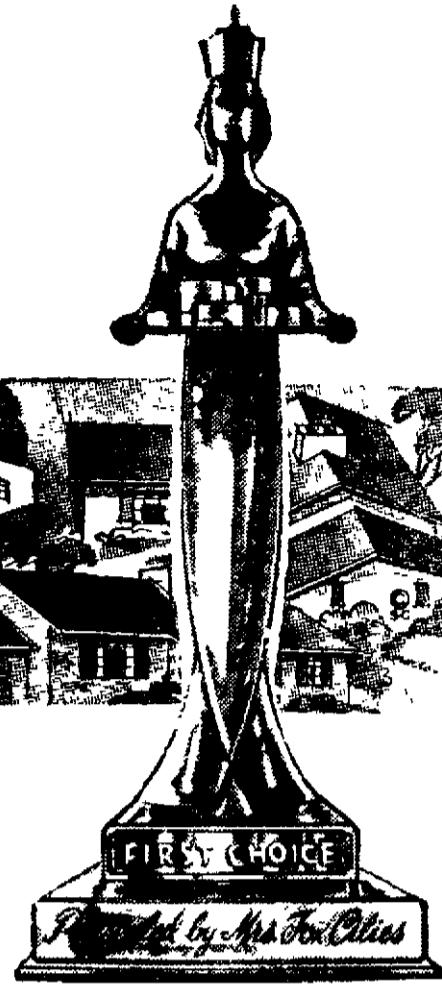
Verifine is close behind first-place Fairmont, 29.7 per cent, in the "down river" communities with a 28.4 per cent. Fairmont last year was bought by 34.3 per cent and Verifine by 19.7 per cent.

Third and fourth place brands are constant from last year—Quaker Dairy third with 11.3 per cent and Sealtest fourth with 8.1 per cent. Their 1957 percentages were 10.3 and 9. Farndale, sixth last year with 5.6, is fifth with 5.4.

In the Twin Cities, Fairmont rose from a 1957 third-place spot with a 14.2 percentage to lead with 24.6 per cent. Sealtest, last year third at 16 per cent, is 18.6 and second, while last year's top brand, Gear, has dropped from 18.6 per cent to third place and 11.7 per cent.

Table Charm, last year tied for twelfth place, with 2.7 per cent, is fourth with 6.3 per cent, and Walgreen is fifth again with 6 per cent, after 7.1 per cent in 1957.

Mrs. Neenah-Menasha Prefers Owning Her Own Home!



According to the 11th Annual Post-Crescent Buying Habit Study Findings there is a 9,769 family population in Neenah and Menasha (including Town of Neenah).

OF THESE 9,769 FAMILIES

84.9% OWN THEIR HOMES



We're proud your first choice is to "Own Your Own Home" . . . your provision individually and collectively, for the future of your community . . . family happiness . . . Industrial stability and the areas' prosperity inspires your Real Estate Brokers to newer and greater heights in assisting the remaining 15.1% family population to put themselves in this picture.



"Deal With A Realtor"

The Following Members of the
Neenah-Menasha Board of Realtors

take pride in this announcement and the part that they played in the role of establishing the above figures. When selling your home call one of the following Realtors:

Fox Cities Realty
408 Broad St., Menasha
Phone PA 5-2052

Jim Powers Agency
620 Chestnut St., Neenah
Phone PA 2-1172

**Louis H. Haase
Agency**
104 N. Commercial, Neenah
Phone PA 2-7381

E & R Agency
Hwy. 41, Neenah
Phone PA 2-6466

The Sommer Agency
145½ W. Wisconsin Ave.
Neenah, Phone PA 2-6981

Leslie Patton Agency
123 E. Wisconsin Ave.
Neenah, Phone PA 2-3370

R. E. Hanley Agency
926 Reddin Ave., Neenah
Phone PA 2-0437

F. J. Brehm Agency
741 6th St., Menasha
Phone PA 2-2185

F. J. Hauser Agency
228 W. Wisconsin Ave.
Neenah, Phone PA 2-6418

Hugh Strange Agency
112½ E. Wisconsin Ave.
Neenah, Phone PA 5-1991

**Blank Realty
& Insurance Agency**
151 Main St., Menasha
Phone PA 2-8171

Lakeland Realty
208 W. Wisconsin Ave.
Neenah, Phone PA 2-4297

Seven Up Wins As Leader in Beverage Class

Continues Lead of Soft Drinks With Fox Cities Families

Seven Up, a soft drink which has shown a rise steadily since the 1954 Post-Crescent consumer buying habit study, continues in first place with Fox Cities families.

With 48.8 per cent of those questioned saying they bought the beverage, it has a significant lead over the next three favorites, Coca Cola, Pepsi Cola and Little Chute, respectively.

Seven Up in 1954 was bought by 26.2 per cent, edged into second place by Coca Cola with 28 per cent. Since that time, Seven Up has shown a consistent increase, as have each of the first four. However, Seven Up increased with more rapidity than the other beverages.

From 28 per cent in 1954, Coca Cola's buyers have risen slightly to 30.7 per cent while Pepsi Cola drinkers have increased from 8 per cent in 1954 to 20.5 per cent in the latest survey.

Other Brands

A total of 4.8 per cent of the consumers bought Little Chute soft drinks in 1954, a percentage which has increased to 12.6 this year.

Other favorites, in order, are Dad's root beer, Graf's, Hires root beer, Roxo, Twin City, Canada Dry, Squirt, Orange Crush, Uptown, Bireley, Royal Crown Cola, Pep, Sun Drop, Parti Pak, Weico and Nesbitt.

Of these questioned, 7.2 per cent said they didn't know what brand they used and 6.7 named beverages not specifically listed in the survey.

The survey also determined 0.2 per cent of Fox Cities families use soft drinks.

Coffee Drinking On Increase in United States

Every night between dinner and bed time the United States drinks 29 million cups of coffee, according to a new national survey being issued this summer by the Pan-American Coffee Bureau. This is 12 million more cups than in 1950, an increase of nearly 70 per cent in eight years.

Although a cup of coffee for a night-cap is a popular cus-



Like Nearly All Area Housewives—92.9 per cent—Mrs. William Agen, 902 E. Hancock street, makes canned vegetables an item on her shopping list. She is accompanied on her shopping trip by her son Will. (Post-Crescent Photo)

Canned Vegetable Brand Not Concern for Many Housewives

A can of vegetables is a can of vegetables, regardless of brand, as far as many Fox Cities housewives are concerned.

Figures in the Post-Crescent consumer buying habit study show that of all area canned vegetable buyers—92.9 of the population—a greater percentage were unaware of the brand they bought than those who bought the leading brand, Del Monte.

Del Monte this year is bought by 19.5 per cent of canned vegetable buyers this year, more than the 17.9 per cent last year. But 21.2 per cent of buyers are in the "don't know" category.

Other top brands are Kroger, second at 10 per cent and up

from a third place position and 11.3 per cent last year. Last year's second place brand, Stokely, slipped from a 12 per cent to 7.8 and sixth place this year.

Libby is up from third to fifth with a percentage gain of 7.8 to 9.6. In fourth place this year, up from eighth place and 5.1 per cent, is Green Giant with 8.4 per cent.

Fifth place Shurfine, bought by 8.1 per cent, was in sixth with a 7.3 percentage last year.

from a third place position and 11.3 per cent last year. Last year's second place brand, Stokely, slipped from a 12 per cent to 7.8 and sixth place this year.

There are three major can plants in the state which turn out hundreds of thousands of cans each year for local food and non-food products. American Can Company and Continental Can Company have branch plants at Milwaukee, and National Can Corporation has a plant at Green Bay.

Annual Consumption

Regionally, the U. S. Department of Commerce census bureau estimates that more than 1,270,000 tons of steel are consumed annually for metal cans in the east north central area which includes Wisconsin.

The state's agricultural economy is closely identified with the can industry. Many crops of the farming counties are processed and put up by local canneries in state-made cans for

both domestic and out-of-state consumption.

The phrase "tin can" is actually a misnomer for most modern cans are 99 per cent steel with only a thin protective layer of tin as a coating. This preponderance of steel makes the can industry the third largest user of fabricated steel in the nation, exceeded only by the automobile and construction industries. More than 4,600,000 tons of steel were used for metal cans in 1957.

Started from War

Strangely enough, the can, which has contributed so much to the peaceful advancement of the world's health and comfort, had its origins in the fires of war. In 1795, the revolutionary French government disheartened at the fact that its armies suffered more casualties from bad food than from enemy muskets—offered a 12,000 franc prize to the inventor of a method to preserve food effectively.

Nicholas Appert, a Parisian confectioner, toiled 14 years before successfully sealing fresh or cooked foods in air-tight containers and immersing the containers in boiling water for varying periods. A grateful Napoleon awarded the long-sought prize to Appert in 1809.

Today, high-speed machinery producing up to 500 cans per minute has made metal cans the most widely used rigid container for more than 2,200 products of all kinds.

Young Beginning For Tractor Driver

Troy, Ala. — (P) — Dan Thompson is only a little over 2 years old but he's a skilled operator of a junior-sized tractor.

Dan's hero is Cecil Parks, Pike County's champion teen-aged tractor driver, so on Dan's second birthday his father, Ira Thompson, gave the lad a little tractor he made out of a lawn mower engine and scrap metal.

Now Dan's busy practicing for the time when he can drive a big one in a contest.

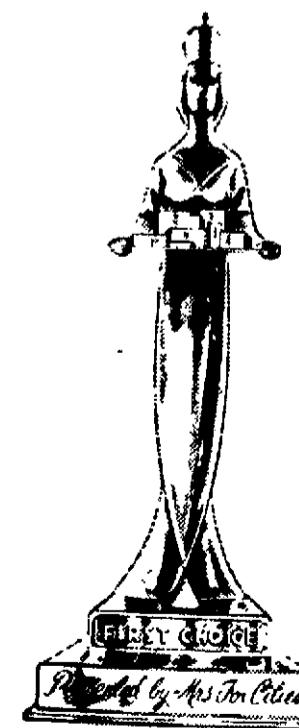
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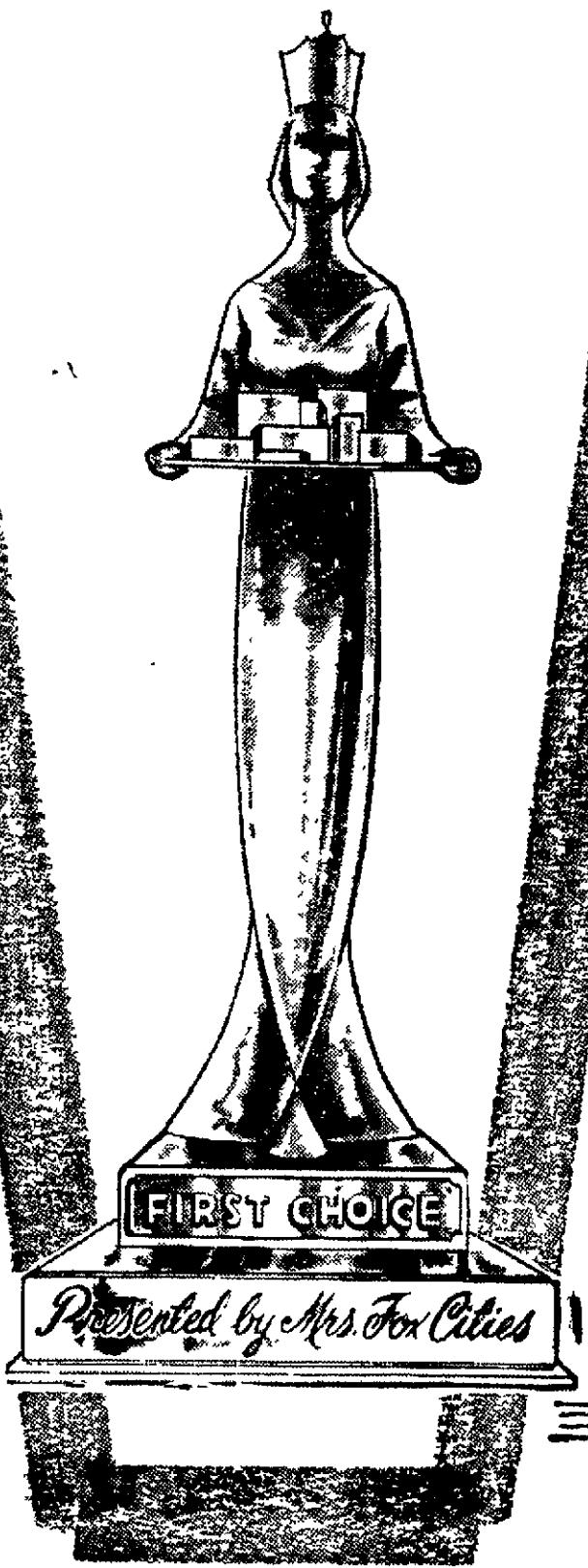
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It is with deep satisfaction that we extend a very sincere "Thank You" to our many friends and customers in the Twin Cities area. Because of the confidence that you have placed in us, we shall at all times, strive to bring you the last word in quality dairy products — a quality that we have endeavored to maintain for the past 53 years.

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